DECEMBER 11, 1950

BROADCASTING TELECASTING

T PUBLIC LIBRY
OLOGY DEPT
ZMAN DR
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COMING ATTRACTION!

50,000 watts for KCBS San Francisco

. . . giving KCBS ten times more power
. . . offering advertisers far greater coverage, far greater intensity and clarity for their sales messages
. . . making "Columbia's Key to the Golden Gate" the sales key to virtually all of Northern California! Soon!

KCBS Now 5,000 watts • Columbia Owned
Represented by Radio Sales

Look at **TELEVISION IN THE WHAS TRADITION!**

3 WHAS-TV Afternoon Programs

especially for Participating Sponsors

"GOOD LIVING" features the popular husband and wife team of Marian and Sam Gifford in their living room and in the completely modern WHAS-TV kitchen. Marian supplies the culinary know-how; Sam provides the lighter moments, dipping like Dagwood into the stew, fumbling awkwardly with the piping hot sauce pans.

"THE BUD ABBOTT SHOW" is a television disc jockey program . . . casual and unorthodox in format . . . built around the "personality" of Bud Abbott. As top platter spinner in this area (Radio Best, 1949), Abbott was a well-known "character" even before his television show . . . one reason his show was a hit with Louisville viewers from the start.

"T-BAR-V RANCH", the most popular small fry show on the Louisville video range, guarantees to keep the youngsters out of mischief for 55 minutes (a welcome "relaxation" for Mother). Singing cowboy Randy Atcher and "Cactus", his ranch cook, provide singing, adventure and fun with the children. A rip-roaring serial is included in the period.

Her time for relaxing is Your time for selling!

The Afternoon Lineup

GARRY MOORE (CBS)
ROBERT Q. LEWIS (CBS)
SHOWCASE
FASHION MAGIC (CBS)
VANITY FAIR (CBS)
HOMEMAKER'S EXCHANGE (CBS)
GOOD LIVING
BUD ABBOTT SHOW
T-BAR-V RANCH

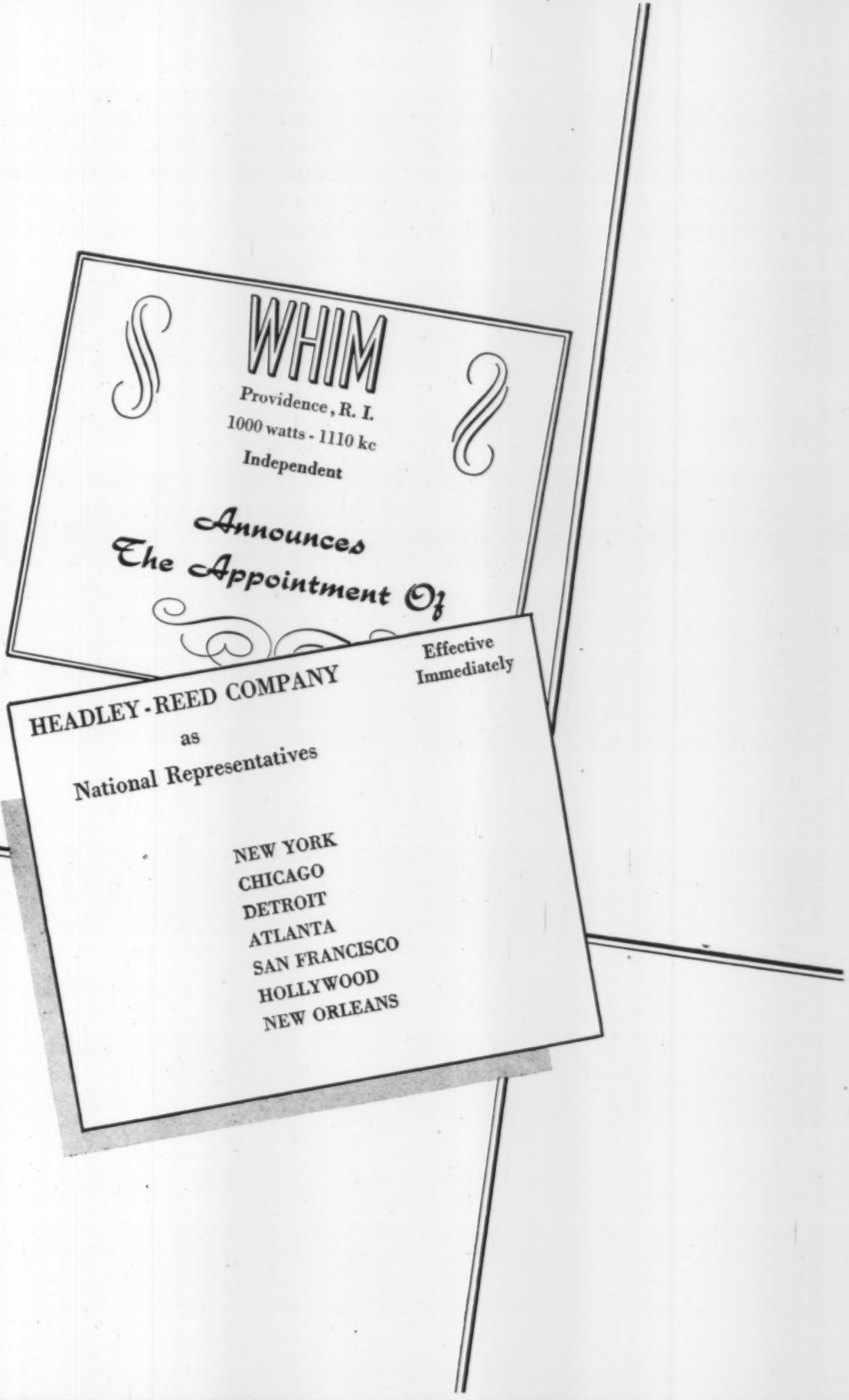
CBS

WHAS-TV
Louisville, Kentucky

Serving a market of more than 65,000 television homes

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

XUM



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Closed Circuit

IF AND WHEN Television Broadcasters Assn. decides to toss its lot into proposed new NAB-TV, it's certainty TBA high command will insist upon retention of Will Baltin, secretary-treasurer, as staff executive in new NAB structure.

YEAR'S output of TV sets will pass 7 million mark, well ahead of most optimistic forecasts, despite materials shortages at yearend. And belittlers of broadcasting's appeal may be surprised when 1950 output of radios reaches 13,750,000, about 25% ahead of 1949.

WHEN NEW CONGRESS convenes next month it's likely both houses will have new Communications Subcommittee chairmen. In Senate, third-term Democrat Warren Magnuson seems slated to head Interstate & Foreign Commerce subcommittee as successor to Sen. Ernest McFarland, Ariz., who is odds-on bet for majority leader. In House, Rep. Dwight Rogers, Fla., in line to succeed Rep. Sadowski, Mich.

BUICK CARS through Kudner Agency, New York, planning large intensified spot announcement campaign for four days in January to promote new 1951 cars. In addition company planning one-time, hour-long television show if talent and station time can be cleared.

NEITHER CBS nor ABC plans to rejoin NAB, from which they resigned early this year, but both will support Broadcast Advertising Bureau.

NOTRE DAME athletic officials reportedly looking with favor on proposal of WBIK (FM) Chicago, owned by Balaban & Katz and affiliated with WBKB (TV), to broadcast 1951 football schedule for sale and pickup by other FM stations throughout country. Talks are continuing.

PLANS OF FCC Chairman Wayne Coy to take month's leave on doctor's orders, because of fatigue, were postponed last week. He had contemplated going to Arizona, but personal considerations caused him to defer his plans—probably until Christmas holiday season.

HOLLYWOOD CANDY Co., Centralia, Ill., trying to talk CBS-TV into breaking its hour-long Saturday morning package, *The Big Top*, into 30-minute segments, with Hollywood picking up first half. Network previously considered selling show as single unit only. Agency, Ruthrauff & Ryan, St. Louis.

RECURRING rumor that plan has been devised to "freeze" or "solidify" ionosphere for ultra-high signals only draws scoffing denials in high sources, with reminder some preliminary research had been done along this line early in 40's.

POND'S EXTRACT Co., New York (Angel Face foundation cosmetics), planning to sponsor Lili Palmer in interview type program

(Continued on page 102)

Upcoming

Dec. 12-13: School Broadcast Conference, Hotel Sherman, Chicago.
Dec. 21: Educators' Television Clinic, WBAL-TV Studios, Baltimore.
Jan. 19: NAB-TV Convention, Hotel Stevens, Chicago.

(Other Upcomings on page 77)

Bulletins

RKO-RADIO PICTURES through its agency, Foote, Cone & Belding, New York, currently planning two-week spot announcement campaign for its latest film "Vendetta" in 25 cities for last two weeks in December.

SET PRODUCTION REACHES HIGH FIGURE

ALL-INDUSTRY production of radio sets for 11 months of 1950 totaled 12,785,917 receivers, according to preliminary estimate by Radio-Television Mfrs. Assn. November production of radios totaled 1,304,094 sets, drop from the 1,413,563 sets produced in October.

RTMA's 11-month breakdown for the entire industry follows:

	Television	Home Radios	Auto Radios	Portable Radios
Jan.	424,000	581,000	329,000	69,000
Feb.	536,000	505,000	379,000	120,000
March	643,000	587,000	389,000	114,000
April	432,000	526,000	273,000	143,000
May	557,000	796,000	291,000	351,000
June	522,000	710,000	567,000	262,000
July	330,315	391,170	234,025	97,323
Aug.	702,287	754,232	320,960	128,255
Sept. (5 weeks)	817,157	831,837	356,388	129,070
Oct.	813,851	942,245	385,171	86,147
Nov.	752,005	815,635	427,753	60,706
11 Mos. Total	6,529,615	7,440,119	3,785,297	1,560,501

FORD SPONSORS GAME

FORD DEALERS of Georgia sponsored Georgia-Texas A&M football game in Washington, D. C., on 34-station hookup of Georgia Sports Network, largest hookup for any single event in state. Agency was J. Walter Thompson Co., Atlanta. George Theeringer, WRBL Columbus, Ga., handled play-by-play. Game backed by American Legion for charitable cause.

PRESIDENT NAMES SHORT

JOSEPH H. SHORT Jr., Washington correspondent of Baltimore *Sun*, named White House press-radio secretary succeeding late Charles G. Ross (see story page 26). He takes office Dec. 18.

REEDER PROMOTED

JOHN F. REEDER, vice president, has been appointed chairman of planning board of William H. Weintraub & Co., New York. Robert A. Purdon, copy chief, named vice president in charge of copy.

AGENCY NAMES BUNDGUS

JULES BUNDGUS, former director of radio and TV for Kastor, Farrell, Chesley & Clifford, New York, appointed supervisor of radio and TV programs for Sherman & Marquette, New York.

Business Briefl

DISC CAMPAIGN ● Re-Clean Co., Det buying Ziv transcribed *Guy Lombardo Sho* about 70 markets on spot basis, direct. M schedules are for 26 weeks.

WELCH SEGMENT ● Welch Grape J Co., Westfield, N. Y., sponsoring 5:30-5:45 Friday segement of *Howdy Doody Show* NBC-TV. Agency, Doherty, Clifford & S field, New York.

SWIFT PARTICIPATIONS ● Swift & Chicago (meat) buys participation in *Carter Show* on NBC-TV *Saturday Ni Revue*. Agency, J. Walter Thompson Chicago.

PHILCO RENEWAL ● Philco Corp., Phi delphia, Dec. 20 renews sponsorship of *McNeill's TV Club* on ABC-TV, Wed., p.m. Agency, Hutchins Adv., Philadelphia.

TBA-NAB TO CONFER ON MERGER PROSPECTS

SPECIAL board committee of Televis Broadcasters Assn. expected to confer w NAB representatives in near future on p posal to merge TBA into projected NAB-T

Jack R. Poppele, WOR-TV New York, elec TBA president for seventh term Friday (es story page 72), said TBA directors are anx to assure TV trade association autonomy best interests of industry (see NAB-TV st page 104).

TBA re-elected three retiring directors Friday session for three-year terms. They w Dr. Allen B. DuMont, Allen B. DuMont La Joseph A. McDonald, ABC; Richard A. Be WBNS-TV Columbus, Ohio. TBA board a elected as officers for coming year Ernest Le man, WPTZ (TV) Philadelphia, vice pre dent; Will Baltin, secretary-treasurer, eighth term; Paul Raibourn, Paramount Te vision Productions, assistant secretary-tre urer.

WSAI-AM-FM CINCINNATI SOLD TO FORT INDUSTRY

SALE of WSAI-AM-FM Cincinnati to F Industry Co. by Marshall Field Enterpri for $225,000, plus net quick assets, was a nounced Friday, subject to customary FC approval.

Sale of Cincinnati outlet, 5-kw ABC affili on 1360 kc, would reduce Marshall Field A radio interests to three stations: WJJD Ch cago, KOIN Portland, KJR Seattle. Ft. I dustry now has seven AMs.

WSAI was acquired by Field Enterprises 1944 from Crosley Corp. for $550,000, sale r sulting from FCC's "duopoly" ban, which r quired Crosley to divest itself of WSAI WLW Cincinnati. WSAI-FM was launched 1948 and operates on Channel 274 (102.7 mc

Ft. Industry, headed by George B. Store contemplates no changes in WSAI personn spokesmen said. Robert M. Sampson is ge eral manager. Sale was announced joint by Ft. Industry and Field Enterprises. Ap plications for FCC approval being prepared b Washington firm of Dow, Lohnes & Albertso

KRLD-TV *Pays off* FOR DALLAS RETAILERS

HOME FOLKS KNOW *Best*

Here's a Roster of Dallas Retailers and Local Advertisers using KRLD-TV Regularly and PROFITABLY!

MAJOR DEPARTMENT STORES

Sanger Bros.: 30 minutes daily.
W. A. Green Co.: 30 minutes. 2 programs weekly
Titche-Goettinger: football games and 3 15-minute shows per week.

WOMEN'S STORES

Swartz Department Stores: 2 15-minute shows per week.
Gotham Millinery

MEN'S STORES

Jas. K. Wilson Co.
E. M. Kahn & Co.
Reynolds-Penland
Bell Clothing
Kinsbury Men's Wear
Claud Dobard

AUTOMOBILE

Bansten-Hall (Ford)
Sewell Motors (Lincoln and Mercury)
Johnson Bros., Chevrolet
Davis Nash Co.
Lone Star Olds-Cadillac
Van Winkle (Olds-Pontiac)
Boedeker-Verner (Dodge-Plymouth)
Orand Buick Co.

FINANCIAL

First National Bank
Dallas National Bank
Republic National Bank
Farm & Home Bldg. Loan

RADIO AND TELEVISION

Joseph Sartor, Jr.
Inman Radio
Radio City Distrib. Co.
Porter Burgess Co.

BEVERAGES

Dr. Pepper Company
Grand Prize Beer

FOOD STORES AND CAFES

Cabells
7-11 Food Stores
Wyatt Food Stores
Mexico City Cafe
Youngblood's
Luna's Tortillas Factory
El Chico Res. & Foods
Burleson Honey
Frozen-Rite Foods
Fritos Co.
Oak Cliff Baking Co.
Party Punch
Pi-Do

HOUSEHOLD FURN.-BLDG.

Hart Furniture Co.
Pakes Furniture Co.
Highland Furniture Co.
Contemporary House
Texas Lawn Sprinkler
Contour Chairs
Taylor Bedding
Hotpoint Sales
Mason Awning
Matthew's Eng. Co. (Air-Con.)
Bell Cleaning and Laundry
Oriental Laundry
Dallas Laundry Ass'n.

JEWELERS

Linz Jewelists

COSMETIC-BEAUTY SHOPS

Henri's Beauty Shop
Herbold Cosmetic Bar

SPORTS

Dale's Toyland
Cullum & Boren

GENERAL

Interstate Theatres
Dallas Power & Light
National Van Lines
Barrett Distributors
Graham Brown Shoes
Patricia Stevens Studio
Perma-Stone
Stewart Office Supply
Wilkins Luggage
Padgett Bros., Luggage
Grove Hill Cemetery
Hillcrest Memorial
Restland Memorial

The CBS *Station for* DALLAS *and* FT. WORTH

85,000 Plus, More TV Receiving Sets Than Any Other Market In United States of Comparable Size.

Owners and Operators of

KRLD
50,000 WATTS FULL TIME

This is why **KRLD-TV**
Channel 4

ALSO HAS 78 OF THE NATION'S LARGEST NATIONAL ADVERTISERS

The TIMES HERALD *Station*

The BRANHAM COMPANY—Exclusive Representatives

John W. Runyan, President

Clyde W. Rembert, Man. Dir.

XUM

KIEM Reports—17.6* RATING produced by "THE CISCO KID" FOR MASTER BREAD!

*(CONLON, APRIL, 1949)

"Since 1946, Cisco Kid has proved to be one of America's greatest salesmen" . . . says Dick Koenig, Manager of Master Bakers.

"Cisco" is amazingly successful at sparking sales crews—enthusing dealers—building great kid (and adult) audiences—zooming sales—boosting profits! Write, wire or phone for proof of "Cisco Kid's" sensational business-building performance!

SENSATIONAL PROMOTION CAMPAIGN

. . From buttons to guns —is breaking traffic records!

LOW PRICED!

½-Hour Western Adventure Program . . . Available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Here's the Sensational
LOW-PRICED WESTERN
That Should Be On Your Station!

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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WASHINGTON HEADQUARTERS

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Bruce Robertson, *Senior Associate Editor*.

ADVERTISING: S. J. PAUL, *Advertising Director*; Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115*; William L. Thompson, *Manager*; Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181*; David Glickman, *West Coast Manager*; Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775*; James Montagnes.

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•Reg. U. S. Patent Office

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the *Long Island* story

PULSE CONFIRMS

WHLI Has More Listeners in Long Island's Major Market Daytime Than 3 New York City Network Stations... More Than All 5 Leading New York City Independent Stations Put Together.

Local Programming Establishes Domination!

Data Source:

PULSE, November 1950
Monday Through Friday,
7 A.M. to 4:30 P.M.
Hempstead Town

"THE VOICE OF LONG ISLAND"

WHLI 1100 on your dial
WHLI-FM 98.3 MC
HEMPSTEAD, LONG ISLAND, N.Y.
ELIAS I. GODOFSKY, *President*

Represented by RAMBEAU

LIBERTY SCORES AGAIN

THIS TIME IT'S BASKETBALL...

with GORDON McLENDON & JERRY DOGGETT

Look on the opposite page for the most exciting basketball schedules you have ever seen.

Brought to you by LBS, the same network that brings you:

- **RAYMOND SWING**— *well-known commentator*
- **TED HUSING**— *Football*
- **ELOISE McELHONE**— *New York Woman's program*
- **OMAR GARRISON**— *Hollywood Gossip program*
- **ARTHUR McARTHUR**— *Washington Newscaster*
- **UPTON CLOSE**— *Well-known commentator and authority on Far Eastern affairs*
- **BOB KELLY**— *Sportscaster of the LBS West Coast Game of the week*
- **JIMMIE JEFFERIES**— *MC of Liberty Minstrels*
  — and many other well-known radio personalities

XUM

BASKETBALL SCHEDULE FOR LBS

All Times are Eastern Standard Time

Dec. 11	9:00 PM	Minnesota vs. Oklahoma at Norman, Okla.
Dec. 12	8:00 PM	Kentucky vs. Xavier at Cincinnati, Ohio
Dec. 13	9:25 PM	Bradley vs. Purdue at Peoria, Illinois
Dec. 14	9:00 PM	Florida vs. Kentucky at Lexington, Ky.
Dec. 15	9:00 PM	Tulane vs. Ol' Mississippi at Oxford, Mississippi
Dec. 16	9:00 PM	Kentucky vs. Kansas at Lexington, Ky.
	2:30 PM	Harvard vs. Navy at Annapolis, Maryland
Dec. 18	9:00 PM	Notre Dame vs. Iowa, Iowa City, Iowa
Dec. 19	9:25 PM	Bradley vs. UCLA at Peoria, Illinois
Dec. 20	9:10 PM	Northwestern vs. Rice at Houston, Texas
Dec. 21	9:25 PM	Bradley vs. Centenary at Peoria, Illinois
Dec. 22	8:30 PM	SMU vs. Alabama at San Antonio, Texas
	10:00 PM	LSU vs. Texas at San Antonio, Texas
Dec. 23	8:30 PM	San Antonio Tourney Finals
Dec. 26	9:00 PM	Syracuse at Boston (Professional)
Dec. 27	9:25 PM	Bradley vs. Indiana at Peoria, Illinois
Dec. 28	9:00 PM	SMU vs. North Texas at Dallas, Texas
Dec. 29	9:00 PM	SMU vs. Texas Tech at Dallas, Texas
Dec. 30	9:00 PM	Notre Dame vs. Northwestern at Evanston, Illinois
Jan. 1	9:10 PM	Bradley vs. Harvard at Peoria, Illinois
Jan. 2	9:00 PM	Rice vs. Georgia Tech at Houston, Texas
Jan. 3	9:00 PM	St. Louis vs. Notre Dame at St. Louis, Mo.
Jan. 4	9:00 PM	Bradley vs. Detroit at Detroit, Michigan
Jan. 5	9:00 PM	Kentucky vs. Auburn, Lexington, Kentucky
Jan. 6	9:00 PM	SMU vs. Baylor at Waco, Texas
Jan. 8	9:00 PM	Kentucky vs. DePaul at Lexington, Ky.
Jan. 9	9:00 PM	Loyola vs. Notre Dame, South Bend, Ind.
Jan. 10	9:15 PM	Rochester at Baltimore (Professional)
Jan. 11	9:00 PM	Oklahoma A&M vs. Tulsa, at Tulsa, Okla.
Jan. 12	9:00 PM	SMU vs. Texas at Austin, Texas
Jan. 13	9:00 PM	Alabama vs. Kentucky at Lexington, Ky.
Jan. 15	9:00 PM	Kentucky vs. Notre Dame, Lexington, Ky.
Jan. 16	9:00 PM	SMU vs. Texas A&M at Dallas, Texas
Jan. 17	9:00 PM	Oklahoma A&M vs. St. Louis at Stillwater
Jan. 18	9:00 PM	Tri Cities at Boston, Mass. (Professional)
Jan. 19	2:30 PM	Navy vs. Catholic University
Jan. 20	8:00 PM	Kentucky vs. Tennessee at Knoxville, Tenn.
Jan. 22	8:00 PM	Kentucky vs. Georgia Tech, Athens, Ga.
Jan. 23	9:00 PM	Kentucky vs. Oklahoma City University at Oklahoma City, Oklahoma
Jan. 24	9:00 PM	Notre Dame vs. Michigan State at Lansing, Michigan
Jan. 25	9:00 PM	Oklahoma A&M vs. Bradley at Peoria, Ill.
Jan. 26	9:00 PM	Kentucky vs. Vanderbilt at Nashville, Tenn.
Jan. 27	2:30 PM	Navy vs. American U. at Annapolis, Maryland
Jan. 29	9:00 PM	Kentucky vs. Tulane at New Orleans, La.
Jan. 30	9:00 PM	Notre Dame vs. Butler, Indianapolis, Ind.
Jan. 31	9:00 PM	Kentucky vs. LSU at Baton Rouge, La.
Feb. 1	9:00 PM	Baltimore at Philadelphia (Professional)
Feb. 2	9:00 PM	Kentucky vs. Mississippi State at Starkville, Miss.
Feb. 3	9:00 PM	Kentucky vs. Mississippi at Memphis, Tenn.
	2:30 PM	Navy vs. Pittsburgh, Annapolis, Maryland
Feb. 5	9:00 PM	Oklahoma A&M vs. Kansas, Lawrence, Kansas
Feb. 6	9:00 PM	Houston vs. Bradley at Houston, Texas
Feb. 7	8:45 PM	Tri Cities at Washington (Professional)
Feb. 8	9:00 PM	Oklahoma A&M vs. Oklahoma at Stillwater
Feb. 9	9:00 PM	Kentucky vs. Georgia Tech at Lexington, Ky.
Feb. 10	9:00 PM	Bradley vs. St. Louis at St. Louis, Missouri
Feb. 12	9:00 PM	Bradley vs. Wichita at Peoria, Illinois
Feb. 13	9:00 PM	Notre Dame vs. St. Louis, South Bend, Ind.
Feb. 14	9:00 PM	Oklahoma A&M vs. Tulsa, Stillwater, Okla.
Feb. 15	9:00 PM	Boston at Syracuse (Professional)
Feb. 16	9:00 PM	Notre Dame vs. DePaul, South Bend, Ind.
Feb. 17	9:00 PM	Kentucky vs. Tennessee, at Lexington, Ky.
Feb. 19	9:00 PM	Notre Dame vs. Michigan State at South Bend, Ind.
Feb. 20	9:00 PM	Bradley vs. St. Louis, Peoria, Illinois
Feb. 21	9:00 PM	Oklahoma A&M vs. Houston at Houston
Feb. 22	9:00 PM	Washington at Philadelphia (Professional)
Feb. 23	9:00 PM	TCU vs. SMU at Dallas, Texas
Feb. 24	9:00 PM	Kentucky vs. Vanderbilt at Lexington, Ky.
Feb. 26	9:00 PM	Oklahoma A&M vs. Bradley at Stillwater
Feb. 27	8:30 PM	Notre Dame vs. Pennsylvania at Philadelphia
Feb. 28	8:45 PM	Syracuse at Washington (Professional)
Mar. 1	8:30 PM	Southeastern Conference Tourney at Louisville, Ky.
Mar. 2	8:30 PM	Southeastern Conference Tourney at Louisville, Ky.
Mar. 3	8:30 PM	Southeastern Conference Tourney at Louisville, Ky.
	2:30 PM	Army vs. Navy, Annapolis, Maryland
Mar. 5	8:00 PM	Oklahoma A&M vs. Detroit at Detroit, Mich.
Mar. 6	9:00 PM	New York at Philadelphia (Professional)
Mar. 7	9:00 PM	Oklahoma A&M vs. Houston, Stillwater, Okla.
Mar. 8	9:00 PM	Rochester at Syracuse (Professional)
Mar. 10	9:00 PM	Oklahoma A&M vs. Kansas, Stillwater, Okla.

LIBERTY BROADCASTING SYSTEM

DALLAS, TEXAS

AMERICA'S THIRD LARGEST NETWORK

First in the Nation!

UNDERWATER TELEVISION

WDSU-TV is very much "in the swim" when it comes to television...in fact we're way out front. Under-water telecasts (the first in the nation) take place regularly from our custom-built studio pool.*

*[Designed and built by Fitzgerald Advertising Agency.]

For spots . . . or for entire programs . . . WDSU-TV's creative staff can capture the rich New Orleans market of over 150,000 TV viewers.

● Write, wire or swim to your JOHN BLAIR Man!

WDSU-TV
NEW ORLEANS

new business

NORTHEAST AIRLINES, Boston, appoints John C. Dowd Boston, and Dowd, Redfield & Johnstone Inc., New York and W ington, as agencies effective Jan. 1. Company now conduc heavy spot campaign in New England.

CAMPBELL SOUP Co., Camden N. J., today (Monday) starts transcr repeat Walter O'Keefe *Double or Nothing* on five Don Lee stations M Fri., 1:30-2 p.m. PST. Stations: KHJ Los Angeles, KFRC San Fr cisco, KGB San Diego, KPOJ Portland, Ore., KVR Seattle. Contr 52 weeks. Agency: Ward Wheelock Co., Hollywood.

WILDROOT Co., Buffalo, N. Y. to sponsor *Charlie Wilde, Private* over six stations of Alaska Broadcasting System—KFQD Anchora KINY Juneau, KFRB Fairbanks, KTKN Ketchikan, KIBH Seward KIFW Sitka, beginning Jan. 7. Agency: BBDO, N. Y.

HUNT FOODS Inc., Fullerton Calif., will sponsor 15-minute segm across board of hour-long *Kate Smith Show* starting Jan. 1 on appro mately 49 NBC-TV stations. Total includes about 39 inter-connec stations and 10 non-interconnected outlets. Hunt will sponsor 4: p.m. (PST) portion of show which runs 4:15-5:15 p.m. (PST). Contr to run for 52 weeks. Agency: Young & Rubicam, Hollywood.

THE 27th National Flower & Garden Show, Baltimore (March April 7), appoints Kal, Ehrlich & Merrick, Washington, to direct adv tising. Radio and TV will be used.

MISSISSIPPI Valley Grain & Feed Co., Muscatine, Iowa (Kent Feed appoints W. D. Lyon Co., Cedar Rapids, to direct advertising. S radio will be used in midwest. Robert H. Schubert account executi

BUSCH'S KREDIT JEWELERS, N. Y. and Chicago, using extens TV spot campaign in those cities. Agency: Wasser, Kay & Phill Pittsburgh.

ALL AMERICAN AIRWAYS Inc., scheduled feeder airline, nam Buchanan & Co., N. Y., to handle its advertising and promotion effect Jan. 1. Spot radio will be used.

CHEMICALS Inc., Oakland (Vano products), through Sidney Garf & Assoc., S. F., extends advertising to Pacific Northwest and South California. Radio and TV will be used.

BEAUTY INDUSTRIES Ltd., Hamilton (children's wear), starts s announcements and five-minute programs from three to five ti weekly on nine Canadian stations. Agency: Metropolitan Broad Sales, Toronto.

Network Accounts . . .

LeBLANC CORP., Lafayette, La. (Hadacol), will sponsor *Hollyw Extravaganza* Jan. 12, 9-9:30 EST on full Mutual network. Agen Majectis Adv., Houston.

TONI Co., Chicago, Dec. 25 begins 10 a.m. (EST) segment of *Art Godfrey Show*, Mon.-Fri. on CBS. Company also will sponsor half-ho of *Arthur Godfrey & His Friends*, 8 p.m. (EST) CBS-TV, on alterna Wednesdays.

NORGE, Div. of Borg Warner Corp. signs as third sponsor of *F Star Revue*, NBC-TV, Wed. 9-10 p.m. CST. Norge takes every thi show from Dec. 27 through July 11. Agency: J. Walter Thompson, C cago. Other advertisers are Motorola and Pet Milk.

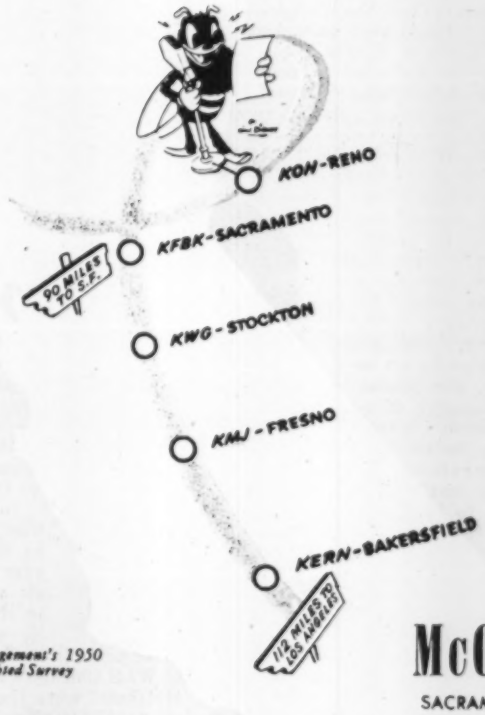
MENNEN CO., Newark (shaving, baby care products), Jan. 1 renews f 52 weeks Mon., Wed., Fri. *Frank Goss News* on full Columbia Pacific N work, 7:30-7:45 a.m. PST. Agency: Duane Jones Co., N. Y.

GOODYEAR TIRE & RUBBER Co. renews *Paul Whiteman Revue* ov ABC-TV, Sun., 7-7:30 p.m. Agency: Young & Rubicam, N. Y.

GOSPEL BROADCASTING Assn., L. A., currently sponsoring *Old Fashioned Revival Hour* on coast-to-coast ABC network and approx mately 275 spot stations throughout country, extends program to thre

(Continued on page 97)

...you can't cover California's **Bonanza Beeline** without on-the-spot radio



Never underestimate the size of the Beeline. It takes in all of *inland* California plus the Reno corner of Nevada. It has more people than Los Angeles . . . more buying power than Detroit . . . higher total retail sales than Philadelphia.*

And never *over*estimate the selling power of outside radio. Beeliners, remember, are *independent inlanders.* They seldom listen to outside stations because they naturally prefer their *own*, on-the-spot stations.

Those are the five BEELINE stations — each located right *in* a major Beeline city. Together, they blanket the entire market. And you choose best availabilities on each station without line costs or clearance problems. Combination rates.

Here's what you should know about
KMJ Fresno

Reaches 327,690 radio families in its 16-county 1½-billion-dollar orbit. BMB home-county total weekly audience is 93% daytime, 95% at night — with home-city Hooper *twice* as high as next closest station for Mon. thru Fri. 12 Noon - 6 PM period. (And Fresno, according to Sales Management's new test market survey, ranks *1st* in the West, *2nd* in the entire country among cities of the 75,000 to 150,000 population group!)

*Sales Management's 1950 Copyrighted Survey

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	5000 watts, day; 1000 watts, night 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

Who's on the loose with a moose?

Why, it's **"Skip Skipper with Miss Sally and all the Boys!"** And they've got a noon-day noose pulled tight around the Mid-South listening audience.

As part of the **High Noon Roundup**—biggest live talent studio show in the Memphis area—Skip Skipper and company have, in a few short months, won the hearts of their listeners with their toe-tapping hillbilly rhythm, laugh-getting comedy and good old-fashioned hymns.

So popular are **"The Skippers"** that Stokely's Finest Foods sponsor a full fifteen minutes of this outstanding variety show.

FOR PARTICIPATION DETAILS

Contact

RADIO REPRESENTATIVES, INC.

WMPS

68 ON YOUR RADIO

Memphis, Tennessee

AMERICAN BROADCASTING COMPANY

agency

JOSEPH FOX, media buyer McCann-Erickson Inc., S. F., appointed supervisor radio and TV buying. **BURTON GRANICHER** will retain supervision of radio and TV production. He will be assisted by **ALDEN NYE**. **RICHARD TYLER** continues as radio and TV timebuyer.

DOROTHY L. HILL elected vice president of New York division of J. Paul Lefton Co., Phila.

Miss Hill

MAXWELL SACKHEIM & Co., N. Y., elected to American Assn. of Advertising Agencies.

JAMES LOVICK & Co., Toronto, moves to British American Oil Bldg., College and Bay Sts.

KENNETH MOORE, assistant media director Erwin Wasey & Co., L. A., appointed assistant account executive on Carnation Evaporated Milk account. **FRANK McMAHON**, who held latter position, takes over as assistant media director.

BOB SINGER to account staff Olian Adv., Chicago, after working as writer for *Esquire* magazine, same city.

on all accounts

HE LEARNED to swim in the "ole swimmin' hole" immortalized by Indiana's famous James Whitcomb Riley. He carried papers for the *Delphi* (Indiana) *Citizen*, once published by FCC Chairman Wayne Coy. But Thomas H. Lathrop, president of Lathrop Advertising & Sales Promotion Co., Sioux City, in recent years has transferred his allegiance from the Hoosier to the Tall Corn state.

Not that Tom Lathrop couldn't find work in his native Indiana. Leaving Wabash College in 1927, he worked for a newspaper survey company, sold art and plates for an engraver, was production manager of an advertising agency, ran a dealer help and promotional sales outfit, and claims to have produced the first high school annual with planograph printing. But not until he joined Cowles Broadcasting as regional account executive of WNAX in Sioux City did Tom really click. That's why—after nearly a decade of selling the "Big Aggie" station to Siouxland advertisers—Tom set up his own shop there and made Sioux City his permanent home, as of Aug. 1, 1949.

TOM

"Selling radio time convinced me you have to be a walking agency to do any business anyway, so my transition hasn't been too great a change of pace," he says.

Tom Lathrop was born in Delphi, Ind., 44 years ago. Both his mother's and father's families were prominent in that section of the Hoosier state.

"My grandad on my mother's side has his name on the cornerstone of the Presbyterian church and the Carroll County jail there," he recalls. "My grandad on my father's side had played in Queen Victoria's band, and after he passed on over here George Ade had a story in *Cosmopolitan* mentioning that "a parade in Indianapolis doesn't seem the same any more without Captain Johnny Lathrop and his Cornet Band."

Tom's mother, who was widowed when he was less than a year old, was a music and art director in the Indiana public schools. She takes pride in having taught music to WLS Chicago's famous "Hoosier Hotshots" when they were growing up in Noblesville, Ind.

Tom went through the grade schools of Delphi, but attended Winchester, Ind., high school, where he published the school

(Continued on page 35)

beat

WALTER HOLLAND appointed public relations director Lewis Edwin Ryan Adv., Washington. Was with Kiplinger newsletter. He replaces **WILLIAM J. GREEN**, who will devote fulltime to duties as radio and TV director.

KAUFMAN & Assoc., Chicago, opens new office in N. Y. at 229 West 42d St. **OLIVER A. UNGER** and **HAROLD GOLDMAN** will be in charge.

EDWARD McGIBBON, J. J. Gibbons Ltd., Montreal, to E. W. Reynolds Ltd., Montreal, radio production staff.

JAMES R. FOX, Nelson Chesman Co., Chattanooga, to Charles Tombras & Assoc., Knoxville, as account executive. He will continue to serve accounts in Chattanooga.

Mr. Fox

CAROL HUTTER, merchandising editor *Drug Topics*, to William D. Murdock Adv., Washington, as copy chief.

CHARLES L. DEATON to copy department Kal, Ehrlich & Merrick Adv., Washington. He is founder of *The Prism*, literary magazine.

HOELKE-MARTINE Advertising Agency Inc., St. Louis, changes name to **HOELKE-MARTINE-FLAUGHER. GILBERT E. FLAUGHER** has been associated with agency since 1940 and is vice president.

CARSON MAGILL, Harrington-Richards, S. F., to McCann-Erickson Inc., S. F., as account executive.

N. RAY KELLY appointed business manager radio and TV department William H. Weintraub, N. Y.

DICK SLADE to copywriting and contact work on Standard Oil of Indiana account, radio division, McCann-Erickson, Chicago. Formerly worked on radio for International Harvester and Swift & Co. at same agency.

JAMES K. MALONEY, Young & Rubicam, N. Y., to Lennen & Mitchell, N. Y., as art director succeeding the late **SANFORD E. GERARD**.

ROBERT YOUNG BROWN, vice president in charge of copy Ward Wheelock Co., N. Y., to Kenyon & Eckhardt, N. Y., in copy supervisory capacity.

ED IRWIN, publicity and public relations director The Fishery Council, to Brooke, Smith, French & Dorrance, N. Y., as specialist in public relations for agency's seafood accounts.

A. P. WARD, market research specialist, to James Lovick Co. Ltd., Toronto.

LAWSON PAYNTER, McCann-Erickson, N. Y., to TV department Erwin, Wasey Co., N. Y., in creative capacity.

Personals . . .

CHARLES E. MURPHY Jr. appointed chairman, and **CLAUDE G. BRODHECKER** co-chairman of Advertising Essay Contest Committee. Contest being held in secondary schools in New York as part of national contest of Advertising Federation of America.

ON THE
WASHINGTON SCENE

Participating Shows

THAT *Sell* ON WMAL!

★ **Jim Gibbons**

The Town Clock

Now broadcast from Jim's Christmas "Country Store" which collected over 45,000 items for needy families last Christmas!
MONDAY THRU SATURDAY—6 to 9 A.M.

★ **Ruth Crane**

The Modern Woman

Favorite of Washington women for seven years—in a program that moves merchandise because she has earned the complete confidence of her large and loyal audience.
MONDAY THRU FRIDAY—11:30 A.M.

★ **Rudy Vallee**

In a short period of time, this has become one of Washington's most popular afternoon shows.
MONDAY THRU FRIDAY—1:15 to 1:45 P.M.

★ **Mr. Music**

Frank Harden emcees this fifteen minutes of popular music . . . music with a man who KNOWS music!
MONDAY THRU FRIDAY—1:45 P.M.

★ **Zeb & Joby**

"Country boy meets city girl in song" when famous singer and composer of Western ballads Zeb Turner combines talents with 'pop' singer Joby Reynolds.
MONDAY THRU FRIDAY—4 to 4:30 P.M.

★ **Gloria Swanson**

A new feature on WMAL—glamorous Gloria Swanson gives listeners a glimpse of her fascinating daily life. Guest stars and singer Johnny Thompson also appear.
MONDAY THRU FRIDAY—5 to 5:30 P.M.

★ **Cisco Kid**

This classic western is a real sales and audience winner. It is scheduled on WMAL **five times weekly!**
MONDAY THRU FRIDAY—6:30 to 7 P.M.

For Availabilities

CALL OR WIRE ABC SPOT SALES

WMAL-TV **WMAL** WMAL-FM

THE EVENING STAR STATIONS
WASHINGTON, D. C.

Requests Reprints

EDITOR:

This is a request to reprint and distribute to our customers the article entitled "Set Manufacturer's Replies to FCC Proposal for Production of 'Bracket Sets'" published in . . . BROADCASTING • TELECASTING. We feel that it will help our customers to better understand the confused "color" picture as it stands today.

Louis Oxlander
Shirley Electronic Mfg. Co.
Cincinnati, Ohio

Knight Praises

EDITOR:

. . . You are producing a wonderful magazine and I am reading it with renewed interest. . . .

John S. Knight
Editor and Publisher
Chicago Daily News
Chicago

open mike

Defends Radio-TV

EDITOR:

As national secretary of the National Exchange Club, which with the 1,200 local Exchange Clubs of the United States sponsors National Crime Prevention Week each year, I want to side with J. Edgar Hoover and others who refute the charges that radio and television programs contribute to juvenile crime [BROADCASTING • TELECASTING, Nov. 27]. It is my opinion that, by and large, the shows dealing with crime help in the effort to prevent lawlessness.

Too many people look for simple solutions to the crime problem. . . . In the final analysis, it is the public, aroused to the menace of crime, which must demand needed reforms and progress in all phases of life, thereby eradicating the manifold causes of crime.

It was for the purpose of alerting the American people to the need for year-round efforts to eliminate lawlessness that National Crime Prevention Week was initiated by the National Exchange Club. I am happy to acknowledge the contributions which radio and television shows dealing with crime are making along this line by keeping the problem of crime constantly before the public.

Herold M. Hafter
National Secretary
The National Exchange Club
Toledo, Ohio.

Class Use Cited

EDITOR:

. . . "How the Buyers' Mart Can Mean Business for Broadcasting" . . . will be put . . . to very good use in our radio advertising classes. . . .

Leo Martin
Department of Radio
U. of Alabama
University, Ala.

European Outlets

EDITOR:

. . . I read with great interest the article by Harry C. Wilder in your Nov. 27 issue. . . .

However, one might get the erroneous impression that there is but one commercial broadcasting station in Europe. . . .

Besides Radio Luxembourg which commands all the respect that Mr. Wilder pays it, there is also Radio Monte-Carlo, located in Monaco, which transmits with 150,000 w power on standard wave and simultaneously broadcasts programs over two 25,000 w shortwave transmitters.

Radio Andorra, located in the Pyrenees, is a third commercial outlet transmitting only on short wave. . . .

Italy has two commercial networks, the Red and the Blue, each of which consists of a goodly number of stations in the most important cities of the country. . . .

Portugal is another country that now has commercial broadcasting. Its neighbor, Spain, has more commercial radio stations than you could shake a stick at.

Just across the bay is Radio International of Tangier, rightfully not in Europe, but which nevertheless throws a very strong signal into the southern portions of Europe.

Austria has three networks which permit commercial broadcasting and Germany is slated to follow suit shortly over certain of its stations on a limited basis.

Even behind the Iron Curtain there is commercialism, notably in Hungary where we were authorized at one time to obtain business for the government outlets. . . .

In most cases we act as the U.S. office or representative for the various outlets mentioned above. . . .

Eugene Bernald
Vice President
Pan American Broadcasting Co.
New York

'Impressive' Series

EDITOR:

. . . Your "Business of Broadcasting" radio success stories as pre-

(Continued on page 62)

WNAX SELLS MORE

BECAUSE IT

TELLS MORE

Within the boundaries of Minnesota, the Dakotas, Nebraska and Iowa lies a 267 BMB-county area known as Big Aggie Land. It's a major market with an after-taxes buying income of $3.9-billion — greater than San Francisco, Philadelphia or Washington, D. C. Retail sales in this richest of all agricultural areas run to $2.9-billion—greater than Los Angeles, Detroit or St. Louis.

A diary study conducted this year by Audience Surveys, Inc., reaffirms WNAX leadership. Fifty-two stations received mention in the study. But WNAX received top rating in 439 (88%) of the 500 quarter-hours studied. This is more than ten times the number of 'wins' granted the second station. Listeners like WNAX best 89% of all daytime quarter-hours . . . 84% of all evening quarter-hours.

You gotta tell 'em to sell 'em . . . and WNAX TELLS 'EM! That's why WNAX has a list of sales success stories as long as your arm. Most likely there is one for your type of product of service. Your nearest Katz man will show you how WNAX alone can sell for you in Big Aggie Land. Call him today.

WNAX-570

YANKTON - SIOUX CITY

570 Kc. - 5,000 Watts — *A Cowles Station*

REPRESENTED BY KATZ — AFFILIATED WITH A.B.C.

We're hoarding transcriptions...

and you pay...

Only $75 per month the first year and just $50 per month thereafter – regardless of station or market

Get the details on the Capitol Custom Library service. You'll agree it's the library you want at the price you want to pay.

The Capitol *Custom* Library service makes it possible for us to hoard transcriptions.

Makes it possible for you to save program dollars by paying only for the library portion you need – we keep the rest.

Makes it possible for you to save space by eliminating unused transcriptions and cabinets.

Makes it possible for you to save transportation costs on library transcriptions you don't want.

Yet you receive:
A generous, selected transcribed music library that expands and rotates.

You know your requirements better than anybody. Since you select your original Capitol *Custom* Library – and all additions and exchanges, it meets your requirements as well or better than a library of double the quantity.

Write or wire...

CAPITOL RECORDS, Inc.
BROADCAST DIVISION
Sunset and Vine
Hollywood 28, Calif.

Capitol
REG U.S. PAT. OFF.
RECORDS, INC.
BROADCAST DIVISION

Point of Sale . . .

In addition to regular coverage of agencies and time buyers, may we remind you that WRC Sales Manager Mal Glascock has a busy telephone these days. Clients know that WRC can produce.

An inquiry regarding WRC availabilities is as convenient as your telephone. Call either National Spot Sales or WRC, wherever you are.

Washington enjoys excellent position in the first ten major markets in the country . . . you'll find WRC's **results** are a telling reason in these years of hard selling.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

feature of the week

RESHAPING of established news programming three years ago, under the supervision of News Director Dick Oberlin, has paid handsome dividends for the radio-TV operations of the Louisville *Courier Journal* and *Louisville Times*.

While complete coverage of news had been a tradition of WHAS aural programming for a number

Mr. French

Mr. Oberlin

of years (the 50 kw outlet is now in its 29th year of broadcasting), Victor Sholis, WHAS' news-conscious station director, laid the groundwork for news programming that enabled the station to win the National Assn. of Radio News Directors' award for radio news coverage in 1949 and, just recently, the TV accolade for 1950.

Mr. Sholis turned the newsroom over to Mr. Oberlin, a veteran of 12 years newspaper and four years radio experience, on the theory that a thoroughly trained newsman should handle the station's programming.

The choice of Mr. Oberlin was a fortuitous one and it wasn't long before there was tangible evidence of the vital job being done by WHAS Newsmen Pete French, Paul Clark, Pete Hackes and Mr. Oberlin himself.

The Louisville Radio Council soon recommended the station's news shows in its "Guide to Good Listening." Last year NARND noted the WHAS newsroom the best in broadcasting with a citation for service to the community. At its recent convention NARND cited WHAS-TV with an award for outstanding programming in the TV news field.

The transition that took place

(Continued on page 55)

strictly business

THE INFANCY of Sterling B. Beeson, vice president in charge of AM radio for Headley-Reed Co., New York, coincided roughly with that of modern advertising. He was born in Toledo Sept. 9, 1908, the same year his father entered advertising, and he was reared in a copy-and-layout home atmosphere.

His earliest advertising recollection is a campaign to elect one Ralph Oakes president of the eighth grade, a task accomplished with the aid of oak trees outside the school house and the slogan, "The Biggest Oak Is Right Here in Class!"

Finishing the Toledo public schools, he attended Miami Military Institute, Germantown, Ohio; the Georgia Military Academy, College Park, Ga., and Columbia U., New York.

All the way through with hardly an exception, he gravitated into business managing of the school newspaper. Once, at College Park, Ga., he sold a two-page spread to the Central of Georgia Railroad, by first filling two of its cars with cadet reservations.

At the end of his second year in Columbia, a job opened in his father's firm, the Beeson, Faller, Reichert Agency of Detroit. As an office

Mr. BEESON

boy earning $12.50 a week to begin with, he used his spare time to prepare copy and layouts for the elder Mr. Beeson's inspection and criticism.

When the depression moved in, Young Beeson was an account executive for two small trade paper automotive accounts. In the deepening economic gloom, he decided to get some selling experience and became a door-to-door vacuum

(Continued on page 50)

IF YOU WANT N. B. C.
(Affiliate)

WITH A *TERRIFIC*

Best
Money
Buy

then buy

W
B
R
E

Wilkes-Barre, Pa.

WBRE is the first Station in Pennsylvania's Third Largest Market Area (Wyoming Valley) and nighttime is first station in northeastern Pennsylvania!

Write or Call Collect for Details

NOW 15,000 cps-7½ inches per sec. HALF TRACK!

. . . also available with FULL TRACK HEADS

REVOLUTIONARY ADVANCE IN TAPE RECORDING EFFICIENCY

- At 7½ inches per second Model 400 plays music essentially flat to 15,000 cps!
- Half-track record, erase, playback at 15 and 7½ i.p.s. Plays back full-track recorded tape.
- Has built-in record and playback amplifiers as well as a 4-inch "VU" meter.
- Fast forward and rewind require but 90 seconds for a full 2400-foot reel!
- Tape cost savings of 4 to 1 over any 15 i.p.s. single-track recorder of comparable fidelity!

FOR THE FIRST TIME IN TAPE RECORDING HISTORY . . . 7½ i.p.s. HALF-TRACK PERFORMANCE THAT EQUALS OR EXCEEDS ORDINARY 15 i.p.s. FULL-TRACK RECORDING! A full 132 minutes of playing time on a single 2400-foot reel!

Greatest PORTABLE of them all!

AX-21

WEIGHT APPROX. 62 POUNDS
. . . in single portable case

MODEL 400

STANDARD OF THE GREAT RADIO SHOWS

AMPEX

MAGNETIC TAPE RECORDERS

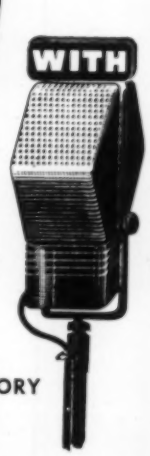
Complete specifications and other details of Model 400 Ampex Portable Magnetic Tape Recorder are available on request.

WRITE TODAY!

AMPEX ELECTRIC CORPORATION
SAN CARLOS, CALIFORNIA

You get a lot for a little*

*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE



SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

BROADCASTING
TELECASTING

Vol. 39, No. 24 WASHINGTON, D. C., DECEMBER 11, 1950 $7.00 A YEAR—25c A COPY

SOUNDS RADIO DEFENSE ALERT

Heslep Outlines Role

RADIO must alert itself to the critical role the medium will occupy in the nation's defense—a role that may make it the No. 1 means of preventing panic and saving civilian lives.

This warning was given by Charter Heslep, chief of the Radio-Television Branch, Public Information, Atomic Energy Commission, at the Dec. 6 meeting of the Tennessee Broadcasters Assn. at Nashville (see separate story page 24). Mr. Heslep was chief radio censor during World War II under Byron Price, director, and J. Harold Ryan, assistant director, Office of Censorship.

While they are preparing to meet this responsibility, he added, broadcasters should diligently:

1—Insist with all possible force on voluntary, civilian censorship as perhaps their most vital defense role.

2—Demand their share if government or private industry decide to use paid advertising in connection with defense matters.

Radio must respond instantly in preventing panic, or allaying panic if it comes, Mr. Heslep said. He spoke as a radio newsman and executive rather than as a member of the AEC staff.

Suggested Measures

One of the best ways of meeting the problem is to give the public reassuring words from a familiar voice, according to Mr. Heslep. He suggested such defense measures as maintaining a financially strong broadcast station; checking plant equipment; providing standby power; building strong staff of trained newsmen; protecting plants from possible sabotage; solidifying radio organizations.

* * *

Mr. HESLEP

The address provided a roundup of facts from government and private agencies on the part broadcasting and television will take as the international horizon darkens. Subject was "Radio's Role in Defense."

One of the most effective ways of preventing panic "is to hear reassuring words from a familiar voice," Mr. Heslep said. "The response is as primitive as that of a baby or frightened child whose fears are banished by the comforting voice of its mother.

"Here is a suggestion that you can evaluate perhaps better than its author. Use the 'personalities' on your station to fight panic. Use the people—the popular newscaster, the disc jockey, the women who give daily with the recipes and the participating commercials, your musicians—all the voices that are familiar to large segments of your listeners.

"Be Prepared"

"Have all these familiar voices on your station read carefully the civil defense and Red Cross literature and each one build a standby program around it. Seek advice from your local civil defense people in planning the shows. Record these programs, have the entire station personnel hear them privately, and be sure and keep the platters where anyone can get at them.

"When the emergency comes, don't use the platters if you can get one or two of these familiar voices live on your mike. But if a bomb is dropped late at night or at 6:20 a.m., even the platters might go a long way to quiet down a terrified community.

"There will be gaps in the onrush of news bulletins. Official instructions from civil defense authorities may not come instantly. A sample program might open with:

The emergency for which we have planned has come. Until accurate news and official instructions from your civil defense leaders reaches us, suppose we just talk over a few fundamental things we learned in our civil defense training.

News Burden

"A tremendous burden rests on your newsroom and the announcers who read the news. I asked the National Security Resources Board what message I should bring to you. James Aswell, special assist-

(Continued on page 44)

Ten Crisis Rules for Broadcasters

1. **Keep your station strong**—*Plow profits into defense*
2. **Keep on the air**—*Plan for physical emergencies*
3. **Plan to fight panic**—*Lives can be saved if bombs fall*
4. **Build a strong newsroom**—*Your greatest duty is to inform*
5. **Be security conscious**—*Don't be duped by a foe B-U-T*
6. **Preserve your freedoms**—*Keep censorship sensible*
7. **Protect your plant**—*Radio is a saboteur's target*
8. **Face manpower shortages**—*The armed forces have first call*
9. **Enlist for civil defense**—*Plan for mutual aid*
10. **Work harder, plan harder, and keep calm.**

AUTO SPONSORS

CBS Sets 'Bullet Campaign'

By FLORENCE SMALL

THE "bullet campaign" is emerging as the newest trend in radio network selling, with CBS offering its sustaining shows to automotive clients for their seasonal advertising.

Three automobile companies are understood to have contracted for this target approach to selling. Chrysler, Pontiac and Plymouth have each negotiated to sponsor four half-hour network shows on CBS over a two-week period to coincide with the introduction of their 1951 models.

Automotive executives hail this new approach by radio as offering the most economical concentrated use for their advertising dollar. Estimated cost of the two-week bullet campaign is $180,000 for each advertiser.

Plymouth Div. of Chrysler Motors is expected to be the first to utilize the new technique, starting some time in December with its two week schedule through its agency, N. W. Ayer & Son, New York. The programs that Plymouth is expected to sponsor are *Dollar A Minute*, Tuesday, 10-10:30 p.m.; *Harold Perry Show*, Wednesday, 9-9:30 p.m.; *The Line Up*, Thursday, 10-10:30 p.m., and part of *Songs For Sale*, 8-9 p.m. Friday.

Pontiac Plans

Early in January, Pontiac Motor Div. of General Motors is scheduled to sponsor a somewhat similar list of radio network shows. Specific programs are currently being decided upon. Agency is MacManus, John & Adams, Detroit.

Chrysler, through McCann-Erickson, New York, early in February is slated to sponsor the same four programs that Plymouth will underwrite in December.

From the network point of view, the short term policy promises to give new vitality to its sustaining schedule, instantly reducing the financial burden of these "investment" programs, and promising ideally to make each of them "self sustaining" rather than sustaining.

Precedent for the new principle was established within the past year by Ford and General Mills, though on a somewhat less concentrated basis.

Last January the Ford Motor Co. bought eight CBS sustaining programs and 12 of Mutual's sustainers for the month of January. This marked the first time, with the exception of the use of special events, that an auto firm had bought regularly scheduled network shows without tieing itself up to a long contract. The Ford schedule was said to cost the company $500,000.

The Ford plan originated with

(Continued on page 96)

CCBS ACTION

Takes Steps to Defeat NARBA

CLEAR CHANNEL Broadcasting Service in a meeting in Chicago last Monday went formally on record authorizing its representatives to "take all proper steps" to defeat ratification of the new NARBA treaty [CLOSED CIRCUIT, Dec. 4].

The action came as FCC and State Dept. authorities were nearing completion of preparations to submit the new North American AM treaty to the Senate for approval. It is slated for submission shortly, but officials thought it unlikely to get action before the new Congress convenes in January.

CCBS, which opened its attack on the agreement several weeks ago when its terms were reached [BROADCASTING • TELECASTING, Nov. 20, 13], charged in its resolution that the treaty:

. . . threatens interference to important rural populations and areas in the U.S. and blocks improvement of radio service to those areas, as well as threatens deterioration of service elsewhere in this country, and—

. . . due to unjustifiable and unreasonable concessions made to other countries, the agreement constitutes a deplorable surrender of a vital national resource, namely, avenues of communications to the general public . . .

Under customary procedure, the Senate will refer the treaty to the Foreign Relations Committee for a report before bringing it up for a vote.

Hough Presides

In the absence of CCBS Chairman Edwin Craig of WSM Nashville, Harold Hough of WBAP Ft. Worth, treasurer, presided over the Chicago meeting. The following representatives attended in addition to Mr. Hough:

Donald Thornburgh and Jack Leitch, WCAU Philadelphia; Howard Summerville and J. D. Bloom, WWL New Orleans; John H. DeWitt Jr., WSM; G. F. Leydorf, WJR Detroit; William Fay and Kenneth Gardner, WHAM Rochester; Victor Sholis and Orrin Towner, WHAS Louisville; Col. B. J. Palmer and Paul Loyet, WHO Des Moines; Hugh A. L. Halff and Charles Jeffers, WOAI San Antonio; Dwight Martin, WLW Cincinnati; Glenn Snyder, Harold Safford and Thomas L. Rowe, WLS Chicago; Frank P. Schreiber and Carl Meyers, WGN Chicago; Ward Quaal, CCBS director, and Louis G. Caldwell and Keith Masters, counsel.

Because of conflicting company meetings at home WSB Atlanta, KFI Los Angeles, and WFAA Dallas were unable to send representatives.

Carnation Renewal Set

CARNATION Co., Los Angeles, has renewed sponsorship of *Contented Hour* for 52 weeks over CBS, Sunday, 10-10:30 p.m., effective Jan. 7. Agency is Erwin, Wasey & Co., Los Angeles.

Mr. ANDERSON Mr. CAIRNS JOSEPH SMITH HARVEY SMITH

ANDERSON & CAIRNS

New Agency Forms

ANDERSON, DAVIS & PLATTE Inc. and John A. Cairns & Co., both of New York, will merge Jan. 1 and will be known as Anderson & Cairns. Firm will be located at 488 Madison Ave.

The board of directors will be composed of T. H. Anderson Jr., John A. Cairns, James C. Cumming, Abraham Fisher, John N. Jackson, Karl Knipe, Harvey H. Smith, Joseph H. Smith, Harold H. Thurlby and Lewis G. Van Akin.

Officers of the new agency will be Mr. Anderson, chairman of the board; Mr. Cairns, president; Joseph Smith, executive vice president; Mr. Cumming, Mr. Jackson, Mr. Knipe, Mr. Thurlby and Mr. Van Akin, corporate vice presidents; Mr. Fisher, treasurer, and George De Sola, secretary.

Canadian Head

In addition to heading the creative department of the new agency, Harvey Smith also will serve as president of Anderson, Cairns & Smith Ltd., Canadian subsidiary.

Victor Seydel will be director of television and radio.

Among the radio and television clients that the new firm will handle are C. H. Masland & Sons, Root Motors, Rolls Razor, Alderney Dairy, J. Middleton Tobacco, Friendly Shoes and National Home Furniture Show.

VALLEE NAMED

Enders V.P. in Hollywo

RUDY VALLEE, veteran sho man, has been named vice presid in charge of the Hollywood of of Robert J. Enders Advertisi Inc., President Robert J. Ende announced last week. John Swallow, well known in West Coa radio-TV and agency circles, w appointed general manager of t branch.

The Enders Hollywood office located at 6611 Santa Monic Blvd. The agency announced tha Mr. Vallee will be in charge of th development of radio and TV cam paigns for agency clients. Th agency also has offices in Boston Philadelphia, Nashville, Oklahom City, Pittsburgh and Washington D. C., and plans to open three more offices within the month in "key markets."

WESTINGHOUSE JUNKET

Nearly 100 Broadcasters Flown to Bermuda

WESTINGHOUSE Radio Stations Inc., flew nearly 100 broadcasting and agency executives to Bermuda for week-end in commemoration of the 30th anniversary of KDKA Pittsburgh's beginning commercial broadcasting. KDKA was the first commercially licensed station. Walter Evans, president of Westinghouse Radio Stations; Walter E. Benoit, vice president, and Edwin R. Borroff, general sales manager, headed the party which left New York aboard two airliners last Saturday morning and was scheduled to return Sunday night (Dec. 10). Wayne Coy, FCC chairman, was to make principal address during Bermuda celebration. Members of party were:

Francis C. Barton, Federal Advertising, New York; Joseph E. Baudino, KDKA; Lewis F. Bonham, Mennen Co., Newark; Philip G. Bowman, Young & Rubicam, Chicago; Francis X. Brady, McCann-Erickson, Chicago; Vera Brennen, Duane Jones Co., New York; William W. Bryan, Free & Peters, Detroit; Frank Burke, *Radio Daily*; Hale N. Byers, BBDO, Minneapolis; Eldon Campbell, Westinghouse Radio Stations, New York; Howard M. Chapin, General Foods, New York; J. B. Conley, KEX Portland; John A. Cory, Free & Peters, Chicago; Frank Coulter Jr., Young & Rubicam, New York; John Crandall, Sherman & Marquette, New York; Lowrey H. Crites, General Mills, Minneapolis.

Jane Daly, Earle Ludgin & Co., Chicago; William C. Dekker, McCann-Erickson, New York; Robert G. Duffield, WOWO Fort Wayne; Mary Dunlavey, Harry B. Cohen Advertising, New York; E. G. Eisenmenger, Leo Burnett Co., Chicago; Mildred Fulton, Biow Co., New York; Carl Georgi Jr., D. P. Brother & Co., Detroit; R. E. Gifford, Oldsmobile Div. of General Motors, Lansing; Patrick H. Gorman, Philip Morris & Co., New York; Richard C. Grahl, William Esty Co., New York; Robert M. Gray, Esso Standard Oil Co., New York; Lloyd Griffin, Free & Peters, Chicago; Horace Hagedorn, Kiesewetter Assoc., New York; Kathryn M. Hardig, Ralph H. Jones Co., Cincinnati; Paul Holder, McCann-Erickson, Detroit; Ruth Jones, Benton & Bowles, New York.

J. S. Keck, Henri, Hurst & McDonald, Chicago; Nicholas Keesely, Lennen & Mitchell, New York; Kay Kennelly, Olian Advertising Co., Chicago; Lucy Kerwin, Kenyon & Eckhardt, New York; Wilfred S. King, J. M. Mathes, New York; John Klatt, McCann-Erickson, Chicago; Edgar Kobak, business consultant, New York; John E. Kucera, Biow Co., New York; Genevieve Lemper, Foote, Cone & Belding, Chicago; C. Herbert Masse, WBZ-TV Boston; James V. McConnell, NBC; John McCorkle, Maxon Inc., New York; Thomas J. McDermott, N. W. Ayer & Son, New York; Newman F. McEvoy, Cunningham & Walsh, New York; George McGivern, Grant Advertising, Chicago; Jane McKendry, Needham, Louis & Brorby, Chicago; C. M. Meehan, WBZ Boston; Paul E. Mills, WOWO Fort

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Drawn for BROADCASTING by Sid Hix

". . . . Our next contestant's hobby is 'Apiculture' . . . . Whatever that is!"

WBAL RENEWAL PROPOSED *In 4-2 Vote*

ACTING in one of its older and more incendiary cases, FCC proposed by a 4-2 vote last week to renew WBAL Baltimore's license and deny the application of Commentator-Columnists Drew Pearson and Robert S. Allen seeking WBAL's 50-kw, 1-B clear-channel facilities.

The Commission thus broke a 3-3 stalemate which for months had tied up action on the four-year-old case [CLOSED CIRCUIT, Feb. 6]. The seventh Commissioner, Robert F. Jones, whose FCC nomination was fought by Mr. Pearson, did not participate in the decision.

If made final the decision, unless successfully appealed, would write "finis" to one of FCC's original "Blue Book" cases. The Commission's 1946 statement of "Public Service Responsibility of Broadcast Licensees," commonly known as the Blue Book, scored WBAL for alleged over-commercialism and was credited with inspiring, at least partially, the rival Pearson-Allen application.

Representatives of Cohn & Marks, Washington counsel for Public Service Radio Corp., the Pearson-Allen applicant company, said they would file exceptions and ask for oral argument as provided in FCC rules. WBAL, a Hearst Radio station, is represented by the Washington law firm of Dempsey & Koplovitz.

The Commission majority was composed of Comrs. Paul A. Walker (who at one point reportedly had favored the Pearson-Allen application, leaving voting at a stalemate). Rosel H. Hyde (who conducted the lengthy hearings in 1947-48); George E. Sterling, and Frieda B. Hennock.

Coy, Webster Dissent

Chairman Wayne Coy and Comr. E. M. Webster issued strongly worded dissents.

The majority based its decision primarily on two factors: (1) Its preference for continuing "the established and desirable service now furnished by WBAL" as against "the risks attendant on the execution" of the proposed programming of the rival applicant, and (2) preference of the "existing and known staff of WBAL with its proved ability to provide a service meeting the needs of the area," as compared to the unproven ability of the rival's proposed and mostly unidentified personnel.

The majority pointed out that WBAL had made strides toward better program balance between the 1943-45 period, when it was listed as more than 85% commercial, and the time of the hearing, when the figure had dropped to 70%. Quality of agricultural programs has improved, commercial religious programs have been discontinued, new non-entertainment programs have been started, a program supervisory council has been in operation since 1946, and a public service councellor has been employed since 1947, the majority continued.

They conceded that "the substantial improvement in the programming" may have been influenced by the Blue Book, by FCC's designating the renewal application for hearing, or by the filing of the competing application. But, the decision continued:

. . . We do find on the basis of its recent programs that WBAL has made a practical demonstration of its ability to render a well-rounded program presentation covering substantially the major needs of its service area, and of its ability and bona fide intention to improve upon such service by the judicious use of its trained personnel and by availing itself of machinery established by it to encourage and develop balanced programming. The continuation of existing programs, and the further development and improvement of such programming as proposed by the applicant would appear to be in the public interest . . .

Although we find that the proposed programs of both applicants are meritorious and would be satisfactory, we must prefer WBAL in this connection on the basis of its actual performance during 1947, and the probability of the continuation and improvement of its program structure.

Chairman Coy in his dissent cited prior FCC decisions to support his claim that "the operation of an existing station does not automatically weigh the balance in favor of the existing station," but instead "may, and frequently does, have exactly the opposite result."

Program Proposal

He noted that the majority adjudged the Pearson-Allen program proposal as having "merit and desirability." Against this, he said, "even the majority concedes [WBAL's program record] was not at all well-balanced or satisfactory until after the application for renewal of license was designated for hearing."

He continued:

To me . . . the conclusion from this record is inescapable that this improvement [of WBAL programming] was not generated out of the licensee's awareness of its responsibility as a broadcast licensee but was the result of the issuance in April 1946 of the Commission's Report "Public Service Responsibility of Broadcast Licensees" and the filing of the competitive application in September 1946.

Hence I do not see how the majority is able to place the reliance it does on WBAL's willingness and ability to carry out its program proposals when it is remembered that the decision granting the application of WBAL also removes—by denying the application of Public Service Radio Corp.—one of the principal incentives to WBAL's recent improvements.

He also cited WBAL's affiliation with other stations and newspapers through its ownership by Hearst Radio.

"The Commission is committed to the principle that unless there are over-riding considerations, preference should be given to a non-newspaper, non-multiple-owner applicant as against an applicant which publishes a newspaper or has other broadcast stations, in order to encourage the greater diversification of control of the media of mass information," he said. None of these "over-riding considerations" existed in the WBAL case, he declared.

Chairman Coy said he was "not

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NETWORK BILLINGS *Many Accounts Increase*

MANY important advertisers increased their gross radio network billings during the month of September 1950, as compared to 1949's purchases, according to figures compiled by Publishers Information Bureau and released to BROADCASTING • TELECASTING.

With gross billings for September 1950 totaling $13,931,561, there was only $150,560 difference from the same period 1949 figure of $14,092,021, and over half of the advertising categories had increased their gross purchases this year.

Procter & Gamble, radio's leading advertiser, spent $1,604,046 in September, while last year its figure ran to $1,325,232. Second in the top 10 was General Foods whose expenditures were $670,411 in 1950 and $630,242 for September 1949. Miles Labs placed third with purchases of $663,611, compared to last year's total of $463,148. Fourth place fell to General Mills who bought $579,294 worth of gross radio time in 1950 and $504,333 in 1949. Sterling Drug Co. this year placed fifth by spending $556,868, although its last year total of $644,872 gained second place at that time.

Top 10 Change

(The only advertiser not to appear in this year's top 10 billing is American Tobacco Co. which was replaced by American Home Products Co. with billing of $397,525.)

The Food & Food Producers led all other categories in September with $3,531,794 in amount of gross time purchased, followed by the Toiletries & Toilet Goods manufacturers who spent $2,016,358 during the month of September. Although these groups showed a slight decrease in billing (see Table I), the third and fourth categories, Drugs & Remedies and Soaps & Cleaners added to their 1949 expenditures, with totals of $1,863,209 and $1,663,922, respectively.

Within the food group, General Foods led the other network sponsors in September by spending $636,468. Procter & Gamble dominated the toilet goods manufacturers with expenditures of $405,581. Top purchaser in the Drugs &

(Continued on page 99)

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TABLE I

GROSS AM NETWORK TIME SALES FOR SEPT. AND JAN.-SEPT. 1950 COMPARED TO 1949

Product Group	Sept. '50	Jan.-Sept. '50	Sept. '49	Jan.-Sept. '49
Agriculture & Farming	$ 97,159	$ 782,425	$ 97,796	$ 851,785
Apparel, Footwear & Accs.	164,747	981,653	96,040	956,322
Automotive, Auto. Equip. & Acces.	325,003	3,916,558	114,790	1,026,970
Aviation, Aviation Access. & Equip.	.....	.....	.....	.....
Beer, Wine & Liquor	179,915	1,909,464	123,473	788,348
Bldg. Materials Equip. & Fixtures	100,137	993,920	102,406	976,091
Confectionery & Soft Drinks	310,950	4,940,021	414,811	4,901,264
Consumer Services	188,434	1,390,068	188,625	1,414,994
Drugs & Remedies	1,863,209	18,145,038	1,705,159	15,346,259
Entertainment & Amusements	5,619	5,619	5,340	5,340
Food & Food Products	3,531,794	33,168,753	3,585,999	32,858,860
Gas & Oil	469,255	3,895,407	377,175	4,355,874
Horticulture	.....	105,696	2,109	94,077
Household Equip. & Supplies	246,956	2,459,985	320,861	5,226,686
Household Furnishings	48,191	375,435	38,196	771,308
Industrial Materials	172,662	1,555,344	172,310	1,602,341
Insurance	236,304	2,154,701	289,792	2,898,531
Jewelery, Optical Goods & Cameras	75,022	1,035,730	285,012	2,898,531
Office Equip., Writing Supplies & Stationery	87,579	1,051,597	116,808	979,188
Political	2,198	26,606	.....	.....
Publishing & Media	16,134	610,737	74,071	651,137
Radios, TV Sets, Phonographs, Musical Instr. & Access.	65,627	679,430	.....	731,545
Retail Stores	1,350	27,928	.....	38,472
Smoking Materials	1,539,752	17,057,568	1,777,239	17,211,249
Soaps, Cleansers & Polishes	1,663,922	15,205,700	1,467,269	14,589,061
Sporting Goods, Toys	.....	29,614	.....	62,774
Toiletries & Toilet Good	2,016,358	18,730,623	2,124,220	21,805,726
Transportation, Travel & Resorts	66,228	652,011	71,820	855,248
Miscellaneous	366,876	3,834,654	241,084	2,101,411
Total	$13,931,561	$135,722,285	$14,092,021	$139,111,454

They Built a Better Mousetrap

.... And Used Radio to Sell It

IN THREE MONTHS, a Chicago manufacturer of rodent eliminator has accomplished what others in his field have tried to do for 30 years.

And there is no mystery behind the success of 31-year-old Lee Ratner, who has glamorized and created a nationwide demand for the new rodent control compound—d-CON (for decontaminate). It's the old story of one man's faith in radio.

Last Sept. 5, shortly after he had been authorized by the U. of Wisconsin Alumni Research Foundation to market an anti-rodent preparation produced from the foundation's exclusive "warfarin" formula, Mr. Ratner invested $1,000 in a one-week mail order test campaign over WIBW Topeka and WLW Cincinnati. A quarter-hour was purchased daily across-the-board.

Daily Strips Bought On Additional Stations

So spontaneous was the demand for d-CON from listeners in surrounding farm areas that, following the week's test, Mr. Ratner purchased three strips daily on WIBW and WLW. Within a fortnight, record-breaking mail orders justified the addition of such stations as WLS Chicago, WRVA Richmond, WWVA Wheeling and WCKY Cincinnati.

Last week, 425 stations from coast-to-coast were carrying d-CON shows at a cost to the sponsor of more than $30,000 weekly. This is well over 75% of d-CON's overall advertising appropriation.

Mr. Ratner's horizon is not limited to a mail order operation, however. Recently McKesson & Robbins became a distributor and other equally large companies are interested.

"We followed the pattern of other successful exploitations by using mail order at the outset," he told BROADCASTING • TELECASTING. "Our ultimate goal is to have d-CON available in grain and feed, drug, seed, lumber, hardware and grocery stores througout the country. Cooperative advertising will be a logical development. But we will always be enthusiastic about mail order advertising because we are convinced that, in addition to launching our product on a national scale, it will also build retail sales across the country."

Although a young man, Mr. Ratner has had a long experience with mail order radio. Such products as stainless steel tableware sets, pocket adding machines and glow-in-the-dark gardenias, manufactured by his United Enterprises Inc., parent organization of d-CON Co. Inc., have attracted millions of orders from radio listeners. Mr. Ratner founded United Enterprises in 1940.

d-CON Experiment Held In Middleton, Wis.

Aiding d-CON's rapid advance was a 15-day experiment conducted last month in Middleton, Wis., where rats and mice had been out of control for several years. At Mr. Ratner's expense, bait stations were set out Nov. 4 throughout Middleton township. Members of the city's rodent control committee, the local boy scout troop and other civic organizations cooperated. By Nov. 19 there were no longer any signs of rats in the entire area and there has been no indication of a return of the menace. However, the d-CON company has recommended to Middleton residents, as well as to all of its customers, that they set out fresh bait periodically to insure against rodent infestation.

Less than $3 buys a 4-ounce can of de-CON, a light green powder, which, when mixed with grain or ground meat makes six pounds of bait—enough to clear an average size farm, home or business place of rodents. The mixture acts as a blood anti-coagulant on rodents that take cumulative dosages. It is relatively safe for farm and domestic animals because the chances of their taking cumulative dosages is slight, particularly when the bait used is not appetizing to such animals.

Advertising Not Confined To Farm Shows Alone

In addition to broadcasting the fact that d-CON is made from a formula developed at one of the nation's leading universities, Mr. Ratner has dozens of recommendations from such agencies as the U. S. Public Health Service and the U. S. Fish and Wildlife Service, as well as county agents in the 48 states. Letters from hundreds of customers, who for years spent upwards of $20 monthly for rodent control, also come in handy. While radio farm shows logically give the product its biggest boost (Mr. Ratner tendered a reception to NARFD members during their recent Chicago convention), other programs, many in the evening, are sponsored

* * *

OPERATION MIDDLETON was launched with a broadcast (left photo) over WKOW Madison, Wis., by (l to r) Mr. Ratner, Roy Gumtow, WKOW farm director; Clarke Richards, rodent control expert of U. of Wisconsin; and Ray Kubista, secretary of the Middleton rodent control committee.

Boy Scout cooperation (right photo) is typified by these scouts sorting bags of d-CON, prior to general distribution throughout the community.

by d-CON. Examples are WBBM Chicago's hour-long *Saturday Night Party;* half-hour periods of the WLS Chicago *National Barn Dance* and the KMOX St. Louis *Saturday Night Party;* quarter-hour periods of WSM Nashville's *Grand Old Opry,* WIBW Topeka's *Saturday Night Party,* and the *Old Dominion Barn Dance* at WRVA Richmond and WBT Charlotte.

The d-CON agency is Marfree Advertising Corp., New York, headed by Harry A. Friedenberg, who has been active in radio representation for 11 years. However, Marfree's Chicago vice president, 29-year-old Alvin Eicoff, is account executive and works closely with Mr. Ratner. A former commercial manager of KXLO Lewistown, Mont., Mr. Eicoff later was associated with Mr. Friedenberg's station representative firm in New York. He started on the d-CON account with one assistant and now has 10.

Garland Heads Sales Organization

Heading d-CON's sales organization is Vice President Jerome S. Garland, formerly vice president of the Symphonette Corp., Chicago. He is setting up a permanent retail sales organization and export division. Mr. Garland reports that one of the most interesting orders brought to his attention since his recent association with the company was a $5,200 requisition for d-CON from an Indian reservation. Joe I. Abrams, previously director of public relations of the quartermaster Food & Container Institute, Chicago, is in charge of public relations for d-CON.

The rise of Lee Leonard Ratner in Chicago is one of the city's most amazing industrial success stories. As a school boy, he worked parttime in his father's produce business on Chicago's West Side, and also distributed merchandise chance cards to stores, civic organizations and churches. After graduating from Marshall High School in 1937, he entered Northwestern U's School of Commerce where he studied accounting. He organized United Enterprises while still in college.

Late last summer, Mr. Ratner hired four men to help him get the d-CON project started. The company now has 60 employes. It claims to sell more rodent killer in one week than any other manufacturer in the field sells in one year.

News Show Debuts

FULL-HOUR news documentary with narration by Edward R. Murrow, *A Report To the Nation,* will make its debut over CBS Friday, Dec. 15, 9-10 p.m. Produced by Mr. Murrow and Fred Friendly, CBS public affairs writer and producer, the program's format consists of an over-all summary and commentary covering important news of the week.

TOP executives of d-CON Co. and its agency, Marfree Advertising (l to r): Jerome S. Garland, d-CON vice president in charge of sales; Joseph Abrams, director of public relations of company; Lee Ratner, d-CON president; Alvin Eicoff, vice president of Marfree.

SPEECH ASSN.

Radio Speakers Slated

MANY MEMBERS of the radio and TV industries will be featured speakers at the Mid-Century Conference of the Speech Assn. of America, which will be held at the Hotels Commodore and Roosevelt, New York, Dec. 27-30.

Among those participating in sectional discussions are: Joseph H. Ream, executive vice president of CBS; Ernest de la Ossa, director of personnel, NBC; Worthington C. Miner, manager of television program development, CBS; T. R. Shearer, vice president, A. C. Nielsen Co.; Tom Slater, vice president, Ruthrauff & Ryan, New York; Ernest Ricca, freelance director and past president of Radio and Television Directors Guild, New York; John Crosby, radio editor, *New York Herald Tribune;* Jack Gould, *New York Times;* Harriet Van Horn, radio editor, *New York World Telegram,* and Robert Lewis Shayon, radio producer.

BASEBALL

Broadcast 'Regulations' Charted

A COURSE to "regulate" major league baseball network broadcasts, with the aim of curbing "saturation" of smaller league circuit areas, was charted by minor league officials meeting last week for their annual convention in St. Petersburg, Fla.

The National Association, representing some 57 minor leagues, promised to lay baseball's radio-TV problem before major league officials, scheduled to convene this week.

In so doing, George Trautman, minor leagues president, asserted that the "matter must be settled by the major league clubs individually," not the league as a whole, and without recourse to the Justice Dept. [BROADCASTING • TELECASTING, Dec. 4].

"The Dept. of Justice will not interfere as long as there is no collusion," Mr. Trautman stated at the meetings. He revealed that he had conferred fortnight ago with Attorney General J. Howard McGrath and "was cordially received." He declined to disclose any more details.

Three-Point Program

The National Association president last Thursday outlined a three-point program for presentation to the combined American and National League meeting this week. NAB also will be officially represented by General Manager William Ryan, it was revealed. Robert K. Richards, NAB public affairs director, sat in as an observer last week.

The proposal calls on the major leagues to (1) individually curtail broadcasts of their games by networks which fan out into minor league territory; (2) limit their television broadcast to "home" territory; and (3) better "supervise" the conduct of stations carrying baseball broadcasts.

Stations may be asked to vitalize promotion of their major league home teams, with a view to encouraging fans to attend the contests rather than listen to ballcasts, as a token gesture for being permitted to air them.

An amendment to ban outright all baseball broadcasts and telecasts, save World Series and All Star games, was offered by Frank Lawrence, head of the Portsmouth Club of the Piedmont League, but was beaten down in floor discussion as too "drastic" a step.

Few TV Protests

Opposition to telecasts was almost negligible during last week's meeting, it was understood, aside from a scattering of protests.

Mr. Trautman said he had threshed out the subject in discussions with Baseball Commissioner A. B. (Happy) Chandler and the major-minor league committees. Consensus of the group, he said, is that "fundamentally the solution rests with individual major league clubs." Mr. Trautman added there is "evidence of a sympathetic attitude by the big league representatives."

The NA prexy pointed out that, last season, all major league clubs but the St. Louis Browns had their own "networks," and noted that the Browns have completed negotiations for 1951 coverage of their games by the Liberty Broadcasting System.

Alluding to complaints that network broadcasts have adversely affected minor league—and to a lesser degree, major circuit—attendance, Mr. Trautman said the minor leagues do not object vigorously to MBS' *Game of the Day* broadcasts from different major league parks since they do not saturate minor territory like other network broadcasts. The minors claimed a 19% attendance dip in 1950.

Both MBS and LBS have stoutly contended that nationwide network coverage helps rather than hinders minor league gates [BROADCASTING • TELECASTING, Nov. 6, 27].

"The major clubs' networks, for the most part, are in our own territory," Mr. Trautman said. "Some of our towns are exposed to them 11 hours a day. That is not necessarily true of the *Game of the Day.*"

In his annual report to the National Association, Mr. Trautman warned that "both the majors and the minors are at the crossroads." Acknowledging that other factors —poor weather conditions, fewer recreational dollars and the international situation—were involved in the decline of box office receipts, he asserted:

"Unrestrained broadcast and telecast of major league games from stations located in minor league territory has contributed much more to the decline of attendance than all other factors combined. More than 2,000 stations located from coast to coast engaged in 1950 in broadcasting major league games.

Meanwhile, *Sporting News* reported that many radio-TV commitments for 1951 contain clauses permitting modification of the contracts dependent on the course finally taken by the major league clubs and any action which conceivably may be taken by the Justice Dept.

EXCESS TAX SPEEDUP

War Spurs Action

MILITARY reverses abroad and an accompanying speedup in the defense program last week signaled a quickening Congressional pulse on excess profits. Stirred into action, the outgoing 81st Congress swiftly:

- Passed an excess profits tax bill in the House.
- Concluded hearings in the Senate Friday after a week's session by the Finance Committee, which scheduled closed meetings over the weekend.
- Rejected in the House a GOP "substitute" tax bill.

Radio-TV spokesmen, while supporting the need of increased revenue for defense, stuck by their guns in attacks on certain provisions of the House bill (HR 9827) which they claimed were inadequate to assure a continued and healthy industry growth.

Broadcasters' arguments, along with briefs of industry manufacturers, again were presented to Congress during the week [BROADCASTING • TELECASTING, Nov. 27, 20]. Radio Television Mfrs. Assn., Television Broadcasters Assn., TV Excess Profits Tax Committee, the National Conference of Growth Companies and Philco Corp. reiterated arguments which had been presented to the House Ways & Means Committee a fortnight ago. NAB, which also had appeared before the House group, filed a statement with the Senate finance unit.

Bill Outlined

Briefly the bill would (1) credit a firm with 85% of its three best years of the 1946-49 period, (2) limit the excess profits tax plus the normal corporation income levy total to 67%, (3) make the tax retroactive to July 1, 1950, and (4) exempt corporations with earnings less than $25,000. Also included are provisions designed to aid growth companies [BROADCASTING • TELECASTING, Dec. 4].

Reaction to the sudden turn of events in Korea threw new spark in the administration's tax drive. Treasury Secretary John Snyder, addressing the Senate members Monday, warned of more and higher taxes to come. He pointed out the deficit estimate of $2 million for this fiscal year, which was made last November, "may prove too low" and said prospects for fiscal 1950 and the years following were even more serious.

Lawmakers in Washington reflected this mood. The prevailing response to renewed effort on the defense line, permeated Congressional chambers and was partly responsible for the swelled ranks of "yeas" which pushed through the bill in the House after only a two-day debate. Earlier the Representatives lined up against a Republican move to send the bill back to committee for softening amendments. The Republicans had proposed a moderate profits tax on corporations' earnings above a predetermined normal average with an increase from 45 to 50% on regular corporate income and surtaxes.

Key members of the Senate committee, however, predicted that while an excess profits tax is certain to be reported to the upper chamber for debate, the bill would undergo a number of amendments.

A tentative timetable as seen by Capitol Hill observers sets future action on the tax as: (1) Reporting of a bill by the Senate committee probably sometime this week, (2) Senate debate which may slow procedure temporarily, (3) joint House-Senate conference on the two versions submitted by each chamber, and (4) a completed bill sent to both houses by Dec. 29-30.

On Tuesday, Dr. Allen B. DuMont, president of Allen B. DuMont Labs and chairman of the National Conference of Growth Companies, and William Balderston, president of Philco Corp., testified before the Senate Committee.

Dr. DuMont reiterated his contentions which he had presented on the House side. Calling the growth companies the "dynamic segment" —those companies "whose growing and expanding productivity are adding to the strength of our nation," Dr. DuMont presented recommendations for amendments to the bill.

They included (1) consideration of new capital in computing the credit (which, Dr. DuMont told the committee, is pretty well handled in the House bill), (2) 100% credit in base period net income, (3) broadening of relief to prohibit pioneering, developing or research expenditures from reducing the base, (4) revision of administrative procedure in granting special relief to hardship cases, and (5) liberalization of the growth formula.

Dr. DuMont said the conference of companies urged an emergency profits tax (flat rate levy on corporate income) or amendment of the House bill in order to retain incentives to growth and expansion "so that we may keep America strong."

Growth Problem

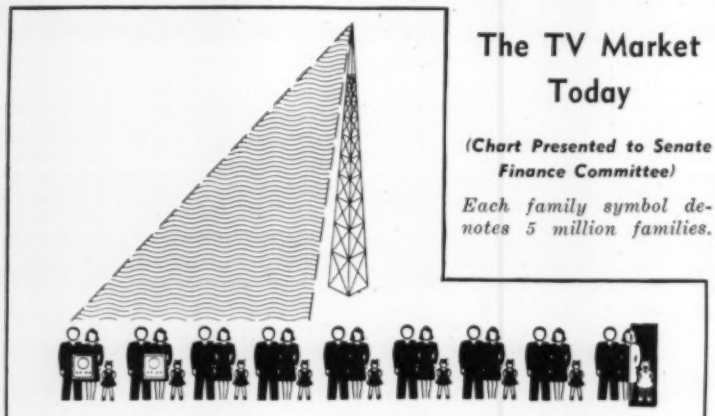
"The worst single feature of the bill as applied to growth companies is that which attempts to distinguish between normal and excess profits," Dr. DuMont told the committee. "In doing so, it assumes that no growth company would have continued to grow in 1950 except for the war."

He pointed up to the committee that DuMont had been earmarking about 10% of its product to the armed forces prior to last July and that about the same amount was prevailing now. A heavy increase is expected in defense work by DuMont in January or February, Dr. DuMont told the Senators.

Mr. Balderston launched into his committee appearance by immediately putting Philco on record as not "believing" in the profits proposal. But, he said, if such legislation is deemed necessary then he wished to suggest means for its imposition.

Sen. Tom Connally (D-Tex.) asked the Philco head whether he wanted the profits tax dehydrated." Mr. Balderston said that was his position although "without too much discrimination against

(Continued on page 98)



The TV Market Today

(Chart Presented to Senate Finance Committee)

Each family symbol denotes 5 million families.

THE HAVES (at left)
Ten million families own TV sets and 20 million families, or 46% of all families in the United States, are within range of TV broadcasting.

THE HAVE NOTS (at right)
Thirty-three million families do not own TV sets and 23 million families in the United States are outside the present range of TV broadcasting.

* * *

'51 TURNING POINT

Lush Days End, TAB Told

THE YEAR 1951 will be a turning point for broadcasters, a year in which they will find the lush days disappearing in favor of lower-cost programs and facilities which will pay off for advertisers, according to J. H. E. Davis, vice president of Foote, Cone & Belding, Chicago.

Addressing the Tennessee Assn. of Broadcasters meeting in Nashville last Wednesday Mr. Davis warned that while 1951 "will be a fine year for radio," it will be "the year when the dollars will start swinging more and more to television."

"Sure, television may be Mr. Big," Mr. Davis concluded, "but profitable radio can be here to stay. I do not think radio is going to die —maybe it will shrivel a little, but not die."

Celebrating its second birthday, the TAB met at the Andrew Jackson Hotel, in Nashville, with President F. C. Sowell, WLAC Nashville, presiding. Mr. Sowell reviewed the year's activities, including the successful effort to bring deletion of a rule forbidding liquor advertising in newspapers as an infringement of free speech. He said harmonious relations had been worked out with newspapers.

John H. DeWitt, president of WSM and WSM-TV Nashville, spoke on trials of a new video station, saying costs were 10 to 1 over radio. It cost $9,000 just to paint a TV tower, he said. He recommended all TV personnel be pretrained via dry runs long before the station goes on the air. Income is better than expected, he said. Nashville TV sales have been hurt by the FCC color decision, he explained.

Hoyt B. Wooten, WREC Memphis, spoke on the Voice of America, criticizing some operations.

Hugh M. P. Higgins, acting director of Broadcast Advertising Bureau, presented the BAB slide film, "How to Pick a Winner." He offered figures which contested some of Mr. Davis' statements about radio's loss of circulation.

Charter Heslep, chief of the Radio-Television Branch, Atomic Energy Commission, discussed radio's responsibility in the national defense (see story page 19).

Frank S. Proctor, WTJS, was

(Continued on page 95)

METAL CONTROLS

Large Defense Orders Seen

ALARM over shortages of cobalt, copper and other basic electronics materials, and confusion over how much the government should curtail commercial use of strategic metals were evident on Capitol Hill last week as Congress weighed the President's new $17 billion-plus defense supplemental request.

There also was evidence that billions of dollars in new military contracts would be released soon to electronics - communications and other manufacturers, thus speeding up the tempo of current defense production and allaying some industry concern over possible industry disruption.

President Truman asked for $16.8 billion in additional funds for the Defense Dept. this current fiscal year. He specified that about $9 billion would be used for major military procurement, and to expand facilities for production.

On the basis of allotments set aside in previous defense outlays, electronics appeared earmarked for between $900 million and $1 billion—or roughly 10%—according to military authorities.

Emphasizing that his request, submitted Dec. 1 to Congress, is "not a war budget," the Chief Executive said the appropriations will "permit us to go ahead at once to increase rapidly the rate of production of planes, tanks, and other military equipment.

"... If the situation improves, we can level off ... the rate of production of military goods as may be appropriate. In any case, we must be prepared to endure a long period of tension."

President's Plea

The President told Congress that "the gravity of the world situation requires that these funds be made available with the utmost speed."

A Senate Armed Services Stockpiling subcommittee heard testimony, in closed session, from W. Stuart Symington, chairman, National Security Resources Board, and others, on the government's program on the stockpiling of metals used in electronics output. A House Armed Services subcommittee held similar hearings.

Earlier, Mr. Symington predicted that the impact of civilian controls would be felt by consumers around April 1, 1951. He told Congress he felt that full-scale price controls are not necessary now and said present curbs should be given more time to do the job.

But at the same time, the Senate Banking & Currency Committee approved the nomination of Michael V. Di Salle, former mayor of Toledo, Ohio, to be director of price stabilization under Alan Valentine, Economic Stabilization Administrator. Both were confirmed.

The appointments were regarded by many authorities as indicative of imminent controls, probably by early 1951. In any event, a new flush of defense orders for electronics equipment would serve to allay industry fears that the lag in military orders and sag in civilian business (because of metal shortages) would cause general unemployment in communications and electronics pursuits.

METAL CUTBACKS ORDERED BY NPA
(As of Dec. 11, 1950) *

Metal	Nov. '50	Dec. '50	Jan. '51	Feb. '51	March-June '51
Aluminum	None	None	20%	25%	35%
Cobalt	70%	50%	T	T	T
Copper	None	None	15%	15%	20% †
Nickel	None	None	35%	35%	35% †
Steel Products**	5%-15%	5%-15%	5%-15%	5%-15%	5%-15%
Zinc	None	None	20%	20%	20%

*—Cutbacks apply to average use during base period January through June 1950.
T—Undetermined as yet.
†—March only—other months undetermined.
**—Average during base period January-July 1950. Covers miscellaneous products.

With advent of price controls, prices for civilian materials would probably be frozen to retard inflation in defense production costs, some authorities felt.

While the Senate Armed Services subcommittee was weighing the stockpiling issue, a House Appropriations subcommittee held closed executive sessions with defense authorities on the new supplemental request.

In the face of growing international tension, there was speculation that cutbacks in civilian production had only begun. Sen. Lester C. Hunt (D-Wyo.), chairman of the stockpiling group, warned industry leaders:

"Business as usual is out the window and it doesn't make a damn bit of difference whose business it is. Our necks are all in the same noose."

Sen. Hunt said his group is "alarmed" at the sparse supply of copper, cobalt, rubber and manganese. He added the situation would prevail until the military decided definitely on its needs.

The National Production Authority, responsible for allocation of metals as between defense and non-defense uses on the basis of Munitions Board recommendations for the military, has been proceeding on the premise that stringent curtailments must be made now (see table).

Latest metals to be trimmed for civilian use are nickel and zinc [BROADCASTING • TELECASTING, Dec. 4, Nov. 27].

Steel also commanded the NPA spotlight in a meeting Tuesday between members of the Steel Products Advisory Committee and government officials.

Steel Cutbacks

Steel towers and other equipment uses for electronics would be seriously curtailed under tentative arrangements concluded last week. NPA officials cited the increasing defense requirements in emphasizing the need for expanded steel production, conservation measures and use of less steel for non-defense purposes.

Officials at Radio - Television Mfrs. Assn. pointed out, however, that manufacturers do not use as much steel in electronics equipment and components as other strategic materials. Steel is used chiefly in towers and transmitters.

With the current freeze on television stations, they felt, any substantial curtailments would not greatly affect production of television transmitters.

RTMA said, however, it has received complaints of shortages from suppliers of stainless steel, which is used in the manufacture of cathode ray tubes for television. They stressed that, until the government actually evolved a set of percentages for different steel product uses, it would be difficult to appraise the effects of steel cuts.

Officials gave no hint as to the size of the cut (limitations on miscellaneous steel products now vary from 5% to 15%) or when the cutbacks would be ordered. NPA said, however, that a number of advisory committees would be named to assist in planning and developing future regulations and controls. Present controls are working "satisfactorily," NPA added.

NPA cut back commercial consumption of "primary" nickel to 65% of the average quarterly use during the first six months of 1950, with the order to take effect over the first quarter of 1951. Use of nickel for maintenance, repair and operating supplies would not be affected.

In issuing the order Dec. 2, NPA stressed the importance of achieving "maximum conservation of nickel" and said studies are underway at NPA "looking toward specific conservation measures."

The directive also provides that inventories of primary nickel (electrolytic, ingots, pig, rolled and cast anodes, etc.) in the hands of users are limited to a 30-day supply, "or a practicable minimum working inventory, whichever is less."

At the same time, NPA also relaxed its limitations on commercial use of aluminum which it had tabbed last month for a 35% paring effective next Jan. 1. In an amended order, the production authority specified 20% and 25% drops for January and February, and the full 35% for the next four months of 1951. Originally it had ordered 35% decreases over the entire six months [BROADCASTING • TELECASTING, Nov. 20].

Metal Restrictions

In previous directives NPA cut back copper consumption to 85% for January and February, and 80% for March, and eased limitations on commercial use of cobalt which now call for a supply of 30% for November and of 50% for December [BROADCASTING • TELECASTING, Dec. 4].

NPA has also trimmed non-defense production and use of zinc, also vital in electronics equipment, to 80% of the base period, with a Jan. 1 effective date.

NPA has stressed throughout that in any case where it may be deemed that a hardship is worked on certain industries through curtailment of any metal, it would weigh possibility of "adjustments or exceptions." A united front by electronics manufacturers in meetings with NPA Administrator William H. Harrison was credited largely with laying the groundwork for easing of cutback in cobalt and aluminum.

Meanwhile, John D. Small, chairman of the Munitions Board, has asked the Army, Navy and Air Force to watch for "any abuses" of the defense order priority system which would cause "unwarranted disruption in the flow of materials to essential uses."

SERVING as hosts at a cocktail party given by Westinghouse, dedicating its new Washington offices, are Walter Evans (l), president of Westinghouse Radio Stations Inc., and Mrs. Evans, who chat with FCC Chairman Wayne Coy. Reception was held at the Carlton Hotel in Washington Dec. 1.

XUM

CD COMMUNICATIONS

Earmark $32 Million

THE "missing link" in national security—an expansive civil defense program calling for an independent agency and a $32 million outlay for communications "nerve system" equipment—took shape on Capitol Hill last week.

On the heels of President Truman's executive order creating a Federal Civil Defense Administration, legislators trained their collective sites on a $3.1 billion program which would implement recommendations of the late Russell J. Hopley, progenitor of the President's "master plan," to govern future emergency communications and other operations.

The Congressional spotlight focused on extensive hearings, on similar measures, held last week by three legislative groups.

The two key committees holding jurisdiction on four separate proposals—House and Senate Armed Services subcommittees — had not completed hearings late Thursday.

In an atmosphere charged with the old issue of government vs. state responsibility, Administration leaders of the "lame duck" 81st Congress promised to give the President's proposal top "emergency" priority.

The administration settled on a 54%-46% ratio, with government bearing the greater share.

Earlier, President Truman had set up a Federal Civil Defense Administration under the Office of Emergency Management within the Executive Office of the President, and had appointed Millard F. Caldwell Jr., former Governor of Florida, as administrator.

The action took the present civil defense structure out of the National Security Resources Board, which serves as coordinating agency, and placed it on an operating basis. Congressional approval would give it full legislative status.

A system of communications and communications control centers designed to convey warnings of enemy attacks was outlined last week before the Senate and House Armed Services subcommittees and the Joint Atomic Energy Committee by James J. Wadsworth, former acting civil defense head and now deputy administrator.

Estimating the cost at about $32 million, Mr. Wadsworth said the plan would be extended over a three-year period.

Once Congress has approved funds, he said, the administration will begin negotiating contracts for communications equipment. He was unable to say when procurement may get underway, however. To that end, the office will ask Congress for about $83 million for funds to cover cost up to June 30, 1951.

Mr. Wadsworth testified Monday before the Joint Atomic Energy Committee, which indicated it wanted to hear the complete civil defense blueprint, though it had no jurisdiction on that legislation; on Tuesday before the House Armed Services Committee, holding hearings on bills (HR 9841 HR 9798) sponsored by Reps. Melvin Price (D-Ill.) and Carl T. Durham (D-N. C.); and on Wednesday before the Senate Armed Services Committee, considering legislation (S 4219 S 4217) introduced by Sens. Estes Kefauver (D-Tenn.) and Brien McMahon (D-Conn.).

Four Proposals

The four proposals, almost identical in content, are designed to authorize a civil defense program and agency, with an administrator to be salaried at $17,500 annually [BROADCASTING • TELECASTING, Dec. 4]. Mr. Caldwell was sworn in Wednesday but still must be confirmed by the Senate.

The master civil defense plan calls on the federal government to finance about 54%—or $1,670,000,000—of the estimated $3.1 billion.

Outlining the plan to legislators, Mr. Wadsworth stressed the importance of an air-raid warn program now being operated a interim measure by the Def Dept. through the Continental Command.

The Continental Air Comm has been cooperating with F through the Defense Dept., on t involving "electronics emissio (radio silence) and the use of air-raid warning system. Cer techniques, touching on use of co or sub-audible frequencies, are der study by both agencies in p suit of a system which would c tail the "homing" effect of ra signals.

Mr. Wadsworth singled out President's plan for "United Sta Civil Defense," which recogni communications as the "nerve s tem" of defense, as one result the "intensive planning" by Am ican authorities [BROADCASTING TELECASTING, Sept. 25].

The Civil Defense Administ tion also will finance equipment f communications system in Wa ington, D. C. The District budg already sets aside about $100,0 for communications equipment.

Controversy arose during t

(Continued on page 80)

AGAINST THE STORM

Radio Praised Furthe

NEW outbreak of blizzards and winds of gale force struck the Midwest and other areas late last week, broadening the scope of radio's role as an emergency means of communication and aid to public welfare.

Additional incidents of outstanding aid by broadcasters during the Thanksgiving weekend storm [BROADCASTING • TELECASTING, Dec. 4] continued to come in as stations returned to normal operation. The record snowfall and heavy winds gave the nation a preview of what radio can do when other communication fails.

Perhaps a half-million TV antennas in the Philadelphia area were damaged by the storm, according to Paul Forte, executive secretary of Television Contractors Assn. He said cost of repairs would run many thousands of dollars.

After the big wind had died down in New England WTIC Hartford carried a program titled *Windstorm and Your Insurance Policy*. Listeners were advised what steps to take in making claims for storm damage.

WOV New York was one of the stations in that city which suffered from the Thanksgiving weekend storm. When the wind blew 85 feet off the main tower, Chief Engineer Emile Hill got the station back on the air in an hour-and-a-half. Later a power failure knocked WOV off the air until Monday morning.

WIBX Utica, N. Y., fell back on its new emergency power plant and continued to serve through the emergency as other local outlets were inoperative due to a power breakdown. WMGW Meadville, Pa., carried over 1,000 public service announcements. Melvin A. Blair, managing secretary of the Meadville Chamber of Commerce, wrote WMGW Manager Robert Trace that "this is one instance of the highly valuable service that intelligent management of radio can perform to the public, and brings out in bold relief the value of such a station to the community."

WCUO (FM) Cleveland returned to the air Nov. 26 at 2 p. m. after technicians had walked as far as 15 miles through drifts. Public service programming was aired 35 hours without a break. Manager R. M. Wallace wrenched his back while shoveling snow away from his car.

WBBW Youngstown, Ohio, threw out its commercial schedule and was on the air 75 consecutive hours. Over 3,000 requests were receive for assistance. President Joh Cherpack Jr. and General Manag Gene Trace operated the mobi unit.

At Piqua, Ohio, WPTW blan keted its area with public servi messages. Branch studio manager in Troy, Greenville and Sidne braved snowdrifts to man their re mote studios and provide pickup In all, 8,237 announcements we carried during the three-day perio

WRFD Worthington, Ohi stayed on the air right throug the emergency, bringing direct re ports from highway patrol an other officials.

WDTV (TV) Pittsburgh, Du Mont outlet, operated without los of time through the cooperation o a crew of 20 staff members wh were able to reach the station Peter Barker, executive producer supervised operations.

Residents of Huntington, W. Va. were offered free digging-out and towing service by Hez Ward Buick Agency, cooperating with WSAZ

When a party of WJPA Wash ington, Pa., announcers and engineers en route to Buffalo to cover a Buffalo-W&J basketball game be came stalled in the storm, they sent a distress signal to WBEN Buffalo. WBEN set up the broadcast for the Washington crew and the broadcast went through.

All stations at Altoona, Pa., were off the air for a while as ice-laden wires snapped. WFBG rigged gasoline generators and for a while was the only means of communication in the area. Jack Snyder, WFBG manager, fed a commentary to NBC. WRTA, WJSW and WVAM returned to the air starting Sunday afternoon.

1885 Charles G. Ross 1950

CHARLES G. ROSS, 65, press-radio secretary to President Truman and White House contact for broadcasting and television newsmen, died Wednesday at his desk. He had just given reporters data on the conference of President Truman and Prime Minister Attlee, of Great Britain.

Mr. Ross

As newsmen left the office Mr. Ross prepared to repeat the statement for an NBC recording. Myrtle Bergheim, his secretary, called the President's physician who pronounced him dead at 5:50 p.m. Cause of death was a coronary occlusion. He had suffered other attacks but they had been less severe.

President Truman appointed Mr. Ross press-radio secretary shortly after assuming office in 1945. The two were old friends.

Surviving Mr. Ross are his widow; two sons, Dr. John B. Ross, Washington, and Walter W. Ross, St. Louis; five grandchildren and five sisters.

Stephen T. Early, former press-radio secretary to President Roosevelt, who retired recently as Deputy Secretary of Defense, agreed to serve temporarily in the White House post until a successor is named. Mr. Early is vice president of Pullman Inc.

XUM

THE REAL RADIO AUDIENCE IS GREATER THAN YOU THINK!

"Sets-In-Use" Figures Must Be *Multiplied* to Determine True Audience!

PERCENTAGE OF SETS-IN-USE IN IOWA HOMES HEARD BY DIFFERENT NUMBERS OF PEOPLE

	WEEKDAY	SATURDAY	SUNDAY
Total Quarter-Hours, Sets-In-Use	38,760	4,035	5,906
Proportion of Total Listening Time When a Set-In-Use was Heard By:			
One person	40.0%	29.0%	20.3%
Two persons	35.6	40.7	35.0
Three persons	14.5	16.7	20.5
Four persons	6.2	8.2	12.3
Five persons	2.4	1.8	4.8
Six persons	0.8	1.7	2.5
More than six persons	0.5	1.9	4.6
	100.0%	100.0%	100.0%

In Iowa, does the average "tuned-in" radio set have just one listener, or is it more apt to have two or three? What's the difference on Saturday and Sunday . . . on farms and in the city?

The 1950 Iowa Radio Audience Survey* provides reliable answers to these questions—answers compiled from diaries kept for 48,701 quarter hours at the time of listening by 930 scientifically-selected Iowa homes. It shows that 60% of the time on weekdays, a "set-in-use" has two or more listeners! Weekend figures are even higher—71.0% on Saturday and 79.7% on Sunday!

The above table tells the story . . . proves that in Iowa, *the "single listener" is the exception rather than the rule!*

When broken down into urban, village and farm categories, the "sets-in-use" audience varies in some respects . . . remains constant in others. Complete details in the Survey itself.

In addition to revealing many such hitherto unknown facts as the above, the 1950 Iowa Radio Audience Survey contains much additional proof that *Iowa listening is at an all-time high!* Also WHO continues to dominate the great Iowa audience.

Get your copy of this invaluable survey, *today*. Write direct, or ask Free & Peters.

* The 1950 Iowa Radio Audience Survey is the thirteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews with 9,110 Iowa families and diary records kept by 930 Iowa families—all scientifically selected from Iowa's cities, towns, villages and farms. It is a "must" for every advertising, sales or marketing man who is interested in radio in general, and the Iowa market in particular.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

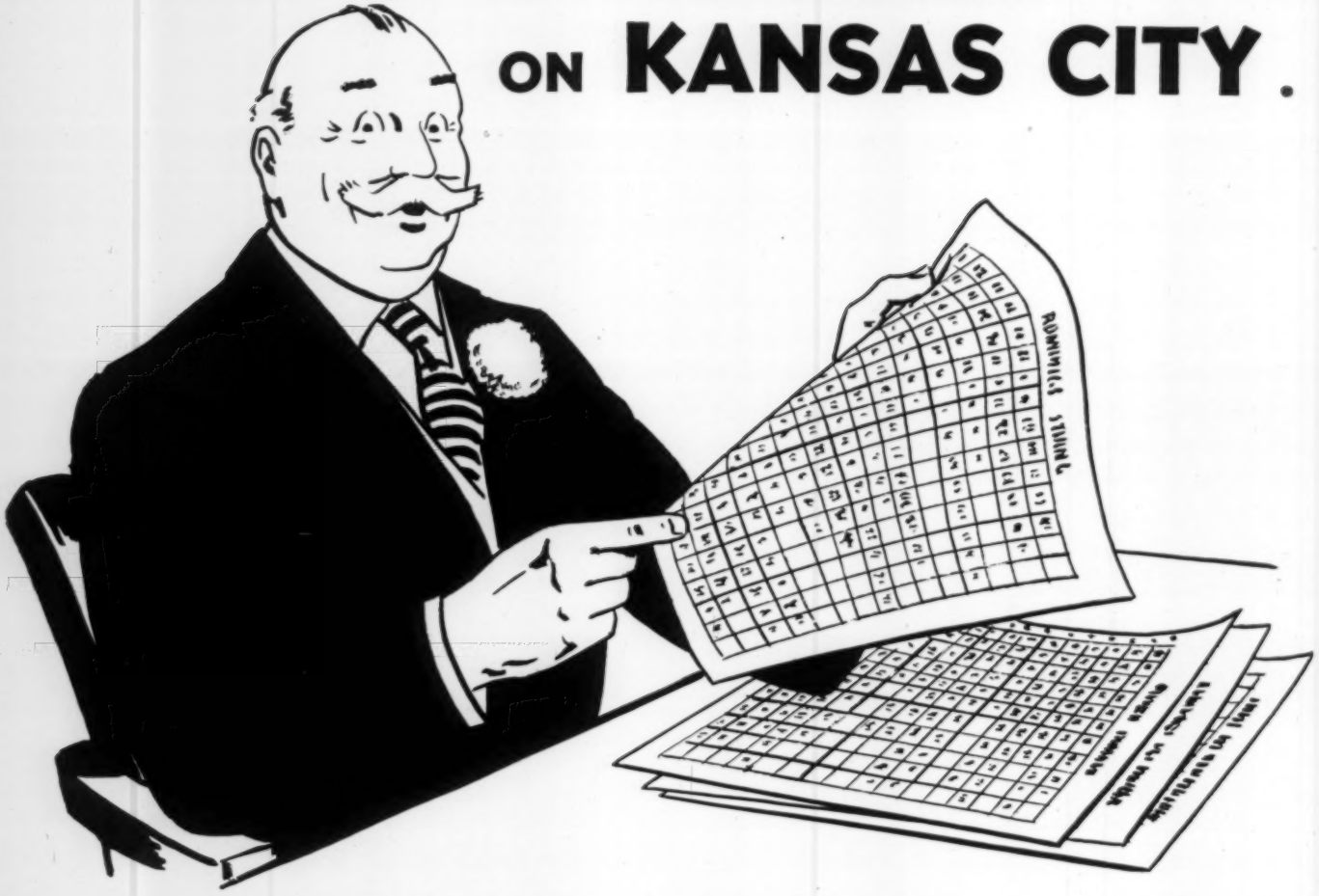
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

XUM

Want the Important Facts

ON KANSAS CITY . . N



Anybody with good eyes can give you all the standard market statistics you want, and more, for all the markets listed at the right. But Old Colonel F&P has a lot of vital information that doesn't appear in the data books—facts about the area's listening habits, buying habits, merchandising opportunities. Even though much of this material is not "statistical", it is highly valuable and useful. If you want it, say when!

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since 1932

NEW YORK CHICAGO

ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

XUM

NORFOLK . . . OR HONOLULU?

EAST, SOUTHEAST

WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	NBC	10,000
WISH	Indianapolis	ABC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000

MOUNTAIN AND WEST

KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

XUM

WJR HEARINGS

Richards Case Now in Detroit

SECOND PHASE of FCC's hearings on the news policies of G. A. (Dick) Richards—testimony relating to his WJR Detroit—opened last week in Detroit, while FCC in Washington faced a lengthening series of petitions and counter-petitions from both sides.

The basic pending motion was a Nov. 20 request by counsel for Mr. Richards seeking a decision based on the hearing's "first phase"—dealing with Mr. Richards' KMPC Los Angeles — before proceeding with the Detroit session and a later one scheduled for Cleveland, where Mr. Richards owns WGAR [BROADCASTING • TELECASTING, Nov. 27].

A series of related petitions are now on file, including an FCC Law Bureau request for more time in which to reply to the Nov. 20 motion; a reply by Richards' counsel in which they contend that if the Law Bureau is granted additional time then the WJR hearings should be recessed until the Nov. 20 motion is passed upon; and finally, last Tuesday, a Law Bureau appeal to the full Commission to reverse a motion commissioner's denial of its plea for additional time.

Another appeal to the full Commission was filed Monday—by attorneys for Mr. Richards, seeking reversal of Hearing Examiner James D. Cunningham's denial of their oral motion for a recess of the hearing pending action of their Nov. 20 primary request.

First witnesses in the WJR phase of the proceeding, which opened Tuesday, were employes and former employes of the station.

Support Claim

Newscasters Joseph Hainline and John Denman supported the station's claim that its newscasts have been fair and impartial. Both claimed their original statements to the FCC staff had been distorted. Mr. Denman said he was "indignant because I think the [FCC] investigators put words into my mouth."

FCC counsel introduced a memo ascribed to Mr. Richards which said: "Not going to tolerate any New Dealers especially anyone like Moore who has access to a mike." The reference, it was said, was to Duncan Moore, former WJR announcer.

P. M. Thomas, former WJR officer, said that "often Mr. Richards and I would disagree and when I would show him the FCC regulations concerning the disagreement he would concede the point. Any number of times Mr. Richards remarked to me, 'I don't care what I say or what I do, I don't want you fellows to violate the regulations.'"

Guy Nunn, former WJR newsman now appearing on WDET-FM Detroit and CKLW Windsor-Detroit, testified he was discharged from WJR following a series of clashes with George W. Cushing, now vice president in charge of advertising and public affairs, over items included in or omitted from his newscasts.

Ted Grace, former WJR newscaster, said he resigned following a protest by Mr. Richards that he was using too many items on the illness of President Truman's mother.

He said the only instruction he received on news treatment came from Mr. Cushing and that this suggested he compare John L. Lewis with "Hitler, Stalin and Mussolini." Mr. Grace said he first thought it was a joke, but replied: "Joking or not, I am unable to do it. Call Richards and tell him so."

Mr. Grace identified a 1946 staff notice asserting that "it is the policy of the WJR newscasts to present the news, not personal opinions," and pointing out that in news on political candidates every effort should be made to cover both sides.

Jack White, WJR news editor, said he had had "three or four" conversations with Mr. Richards and that the station owner had "suggested that I read editorials from certain newspapers." He said, however, that he had never received instructions to slant news against the Roosevelts or other individuals or groups.

'No Recollection'

Mr. Cushing, on the stand Thursday, said he had no recollection of incidents to which Messrs. Nunn and Grace referred. He said Mr. Nunn's discharge was attributable to his slanting of news—that he did not follow wire news copy despite orders to do so. Mr. Cushing said he received no orders to present Mr. Richards' personal views on the air.

Robert Rowley, former newscaster, denied he had ever been ordered to slant newscasts.

In passing upon a series of motions made by defense counsel, Examiner Cunningham on Monday reserved ruling on a request that all testimony already taken with respect to KMPC newscasts from 1942-47 be stricken from the record.

This motion had been renewed by counsel for Mr. Richards on the basis of their charges that better evidence had been available—transcriptions and checking notes made by Radio Reports—but was "suppressed" by FCC counsel. Examiner Cunningham said he would rule on the motion in deciding the entire KMPC case.

The examiner also denied a motion to strike from the record certain memos and letters sent by Mr. Richards to Leo Fitzpatrick, former WJR general manager, now board chairman of WGR Buffalo, but granted another defense motion to strike the testimony of Robert P. Anderson, former KMPC newscaster during a two-week period in which he substituted for another newsman. A defense motion for a subpena to compel General Counsel Benedict P. Cottone to produce additional documents relating to Radio Reports was denied with the observation that "if FCC counsel will state he has no more records that is sufficient."

STUDIO LOCATIONS

FCC Announces New Rules

FINAL RULES on main studio locations of AM and FM stations—somewhat relaxed from earlier proposals—were announced by FCC last week to become effective Jan. 18. In substance the new rules:

- Require non-network stations to originate the majority of program time from studios in the city or area in which they are licensed.
- Require network stations to originate two thirds of their non-network programs or a majority of all their programs, whichever is smaller, from their main studio.
- Permit under certain conditions the location of the main studio at the transmitter site even though it may be outside the city which the station is licensed to serve.
- Permit stations to locate main studios in more than one city provided proper showing is made of necessity and that all such cities meet the requirements of FCC's rules and standards as to coverage etc.

The Commission also stated it would entertain petitions for temporary exemption from the requirements of the new rules where such petitions show that by reason of long continued operation compliance with the rules by Jan. 18 would be impossible or impose undue hardship. In any event, however, FCC said it would not grant exemptions for more than one year from Jan. 18.

The proposed rules were announced in late February 1948 and oral argument was held before the Commission in October of that year [BROADCASTING • TELECASTING, March 1, Oct. 21, 1948]. At the argument, WHOM Jersey City, which for years has successfully sought switch to New York, explained its unique situation. The foreign language outlet contended it had been acquired and granted power increases on promises of service to the entire metropolitan New York area and the rules would preclude living up to such representations unless waiver were granted.

FCC's final decision explained two objections had been made to the proposed rules on ground they would limit a licensee's freedom to select the point of program origination. It was argued, FCC said, that such limitations are contrary to the Commission policy that "a station is expected to provide service to all of the people within its service area and not simply to a portion of those persons, and in violation of Sec. 326 of the Communications Act . . . since to 'regulate a licensee as to where it must originate programs would have the same practical effect as to regulate the program content in advance of its actual broadcast.'"

The remaining comments, FCC related, had no objection to basic purposes of the proposal but called attention to certain hardships and inequities which might result.

The decision explained that under the terms of Sec. 307 (b) of the Act relating to equitable distribution of facilities large portions of the U. S. have "reception service" which is reasonably satisfactory but there are many communities, "some of considerable size," which still do not have adequate outlets for local self-expression, or rather, have inadequate "transmission service."

"It is the location of the studio rather than the transmitter which

(Continued on page 97)

November Box Score

STATUS of broadcast station authorizations and applications at FCC as of November 30 follows:

	AM	FM	TV
Total authorized	2,340	708	109
Total on the air	2,226	677	107
Licensed (All on air)	2,188	519	52
Construction permits	114	157	55
Conditional grants		1*	
Total applications pending	924	150	450
Requests for new stations	279	7	370
Requests to change existing facilities	252	23	24
Deletion of licensed stations in November		1	
Deletion of construction permits	1	2	
Deletion of conditional grants			

* On the air

RCA-8D21, *used in 5-kw TV transmitters*

RCA-5592, *used in 50-kw FM transmitters*

RCA-5671, *has thoriated-tungsten filament, used in 50-kw AM transmitters*

Value Beyond Price

THE THREE TUBES illustrated are striking examples of RCA's pioneering in modern tube development . . . the kind of engineering leadership that adds *value beyond price* to the RCA tubes you buy.

The RCA-8D21 employs advanced principles of screening, cooling, and electron optics as revolutionary as television itself. The RCA-5592, with its "metal header" construction, requires no neutralization in grounded-grid circuits. The high-power tube RCA-5671 successfully employs a thoriated-tungsten filament that draws 60% *less filament power* than similar tungsten-filament types. This tube is establishing exceptional records of life performance.

RCA's unparalleled research facilities, engineering background, and manufacturing experience contribute to the quality, dependability, and operating economy of *every* RCA tube you buy. This unusual combination of research, engineering, and manufacturing leadership explains why RCA tubes are accepted as the Standard of Comparison in broadcasting.

The complete line of RCA tubes is available from your local RCA tube distributor, or direct from RCA.

The world's most modern tube plant . . .

RCA, LANCASTER, PA.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

RADIO CORPORATION of AMERICA

ELECTRON TUBES **HARRISON, N.J.**

PBS is going places . . . a

"Our congratulations to PBS. We are pleased with our affiliation and your methods of operation. We're betting that PBS enjoys a long and prosperous life."

—WILLIAM A. LEE, Pres.
WCFL, CHICAGO, ILL.

"Let me express my happiness in being the PBS Key Station in New Orleans."

—LOUISE CARLSON
WJBW, NEW ORLEANS, LA.

"PBS looks great. Lots of local interest. Can't miss."

—LYMAN TREASTER
KKIN, VISALIA, CALIF.

"Congratulations to PBS. You delivered more than you promised. With PBS, we are carrying radio's greatest programs."

—HAROLD A. SPARKS, Pres.
KAPF, PETALUMA, CALIF.

"In the past 28 years of broadcasting I have participated in a number of "firsts" in various things in radio; among them, the opening of the Pacific Coast network of the National Broadcasting Company, the opening of the National network of the National Broadcasting Company, the opening of the old Gold network, and the inaugural programs of the Blue network and of the American Broadcasting Company. Also, the dedication of the various newly installed transmitters all the way from 50 watts to 50,000 watts.

"Yesterday I again participated in the first of the dedicatory program of Progressive Broadcasting System.

"I should like to add my congratulations to the many others that you must be receiving on the accomplishment of the Progressive Broadcasting System.

"Please accept my congratulations and good wishes and I again repeat that I am looking forward to a long and profitable association with PBS."

—LOUIS WASMER
KSPO, SPOKANE, WASHINGTON

"We are all very happy over the way PBS started out and we are working for big things."

—GEORGE BLUMENSTOCK
WSKB, McCOMB, MISS.

"We are looking for a happy and prosperous year with the Progressive Broadcasting System. Yours truly has no doubts that it will be just that."

—ROGER M. WAITE
WFCB, DUNKIRK, NEW YORK

"Thank God and congratulations to PBS."

—R. H SMITH
WCYB, BRISTOL, VIRGINIA

"To say we are proud of PBS quality would be putting it mildly indeed. We think they are the best on the air today on the whole, and we confidently expect to be battling here in Memphis with CBS and NBC in a relatively short period for those all important Hooper points."

—HUGH MURPHY, Mgr.
KWEM, W. MEMPHIS, TENN.

"Entire staff here at KVSM most enthusiastic and all feel that PBS and all stations affiliated with PBS are due for a very great success story."

—HUGH H. SMITH
KVSM, SAN MATEO, CALIF

"Congratulations, grand opening. Everything is wonderful."

—F. A. HIGGINS, Gen'l Mgr.
WITX, HUNTINGBURG, INDIANA

"Proud to be part of PBS family. The quality of programs more than backed up our overall promotion campaign. We are off to a glorious future."

—FRED CHITTY, Gen. Mgr.
KVAN, PORTLAND, VANCOUVER

"Congratulations on PBS, salute to Progressive tops. Looking forward to all PBS shows."

—JAMES C. BAILEY
LYLE B. LANDIS
WKAI, McCOMB, ILLINOIS

d we're going with them!!

HARRY GOODWIN, MGR., WNJR, NEWARK

"We made one pitch and sold 'This Is Mine' without much effort."

—WILLIS SEARFOSS
WSAL, LOGANSPORT, INDIANA

"We are proud to be the Los Angeles key outlet for PBS. With PBS we are now offering our listeners the greatest network programming in Los Angeles and we know we will make great progress with Progressive."

—THELMA KIRCHNER, Gen. Mgr.
KGFJ, LOS ANGELES, CALIF.

"Your Cleveland affiliate, WJMO, is proud to be a part of this great enterprise.

"Congratulations to you and your staff on the climax of many weeks of fruitful labor.

"May the words, 'PBS, the Progressive Broadcasting System' be the trade-mark for the best in programming and listener service, and a standard for excellence in our industry."

—DAVE BAYLOR
Vice Pres. & Gen'l Mgr.
WJMO, CLEVELAND, OHIO

"KTUR Turlock audiences more than happy with PBS programs. We are as proud as peacocks to be carrying them."

—H. A. McMILLEN, Mgr.
KTUR, TURLOCK, CALIF.

"There is no doubt in our minds regarding the success of PBS."

—MILDRED C. CARROLL
WDOV, DOVER, DELAWARE

"I assure you that if all of your affiliates are as confident, as we are, that 'Easy Street' is not too far in the future for you and PBS."

—ROBERT M. HETHERINGTON, V. P.
WIL, ST. LOUIS, MO.

"Programs are great—glad we're a part of the PBS family."

—J. LEONARD TAYLOR
WLIO
E. LIVERPOOL, OHIO

"Let me tell you how pleased we in South Carolina are with the wonderful programming that comes down our PBS line each day. Listener reaction has been much greater than ever anticipated. I think most of us who have been in the broadcasting business have forgotten just how much our listeners appreciate fine programing.

"In the few days that WESC has carried PBS programs, our Commercial Department has been able to capitalize on the good adjacencies and programs.

"Again, let me congratulate you and your staff on the stupendous job of establishing the fifth major network."

—GLENN P. WARNOCK, V. P.
WESC, ANDERSON, SO. CAROLINA

"I can only say thank you, Larry Finley, for such a fine contribution to radio. Your talent and shows speak for PBS. I am proud to be a part of this progressive field of entertainment, sincere wishes."

—FRANK BOLEN
WJEL, SPRINGFIELD, OHIO

PROGRESSIVE
BROADCASTING SYSTEM

ORE DRIVE • HOLLYWOOD: 8983 SUNSET BOULEVARD

PLEASE SEND BROADCASTING AND 1951 YEARBOOK AS MY GIFT TO—

1 for $7.00

☐ √ IF RENEWAL
Name .....
Firm .....
Address .....
City ..... Zone ..... State .....
Sign gift card: .....

2 for $13.00

☐ √ IF RENEWAL
Name .....
Firm .....
Address .....
City ..... Zone ..... State .....
Sign gift card: .....

3 for $19.00

☐ √ IF RENEWAL
Name .....
Firm .....
Address .....
City ..... Zone ..... State .....
Sign gift card: .....

4 for $25.00

☐ √ IF RENEWAL
Name .....
Firm .....
Address .....
City ..... Zone ..... State .....
Sign gift card: .....

5 for $30.00

☐ √ IF RENEWAL
Name .....
Firm .....
Address .....
City ..... Zone ..... State .....
Sign gift card: .....

6 for $35.00

☐ √ IF RENEWAL
Name .....
Firm .....
Address .....
City ..... Zone ..... State .....
Sign gift card: .....

7 for $40.00

☐ √ IF RENEWAL
Name .....
Firm .....
Address .....
City ..... Zone ..... State .....
Sign gift card: .....

8 for $45.00

☐ √ IF RENEWAL
Name .....
Firm .....
Address .....
City ..... Zone ..... State .....
Sign gift card: .....

Signed .....
Firm .....
Address .....

IMPORTANT—Mail today to:

BROADCASTING • TELECASTING
NATIONAL PRESS BLDG., WASHINGTON 4, D. C.

☐ $ _____ enclosed ☐ Bill me later

give to anyone in radio-TV

BROADCASTING

Merry Christmas

52 WEEKS A YEAR

. . . with BROADCASTING• TELECASTING. What better gift than that of business knowledge, of thought-provoking feature articles and lens-sharp reporting of all radio—AM, FM, TV—Monday every week. Profitable to give, BROADCASTING's practical and sensibly priced, too.

Wind up your Holiday gift-giving quickly and inexpensively by listing your clients, staff members, prospective advertisers, radio friends on handy-order form at right. Each gift announced with a full color Christmas card, hand-signed with your name. Subscriptions start with December 25 issue.

Remember, when you give BROADCASTING • TELECASTING you give the finest in radio for 52 weeks, plus the big 3½ lb. 1951 Yearbook.

at Special Christmas rates . . .

1 for $7 4 for $25 8 for $45

Note: Your own subscription may be renewed as part of this order. Simply list it first, as addressed, and we'll extend the subscription for one year from its present expiration. Special prices apply to both new and renewal subscriptions.

On All Accounts

(Continued from page 12)

paper. He continued his journalism on the Wabash paper, but his extra-curricular duties mainly revolved around his running the campus food concession and handling a line of neckties and party favors. The husky Tom would have much preferred to play football and basketball, but a broken leg during his freshman year ended his athletic career.

After three years at Wabash, where Tom was a member of Phi Gamma Delta and was "involved in campus politics," he went to work for the Emerson B. Knight Co., Indianapolis, making surveys for newspapers. Later he was a salesman for the Stafford Engraving Co., same city, and production manager for Lynch & Wilson Agency, Kokomo. Excursions into the dealer help and planograph printing fields preceded his invasion of broadcasting as manager of KGGM Albuquerque in 1929. During the '30s he was sales manager of WJDX Jackson, Miss., and the Minnesota Radio Network, Minneapolis, before gaining the "distinction" of being the only radio director Montgomery Ward ever had. He "wrote, produced, transcribed, and shipped" Ward's *Neighbor Jim* program, which was carried on 85 stations across the country.

Tom's 10-year stretch with WNAX in Sioux City began Jan. 1, 1940. Before he resigned to start his own agency, he "didn't sleep well for three months worrying about opening my shop—then missed a lot of sleep for three more months after I got started, worrying over whether our work would be good enough to keep our clients—but we haven't lost any clients yet, so now I am beginning to sleep well," he says.

A '52-Weeks' Philosophy

Tom Lathrop believes in radio "by the year—52 weeks."

"Thirteen is an unlucky number and 26 is the name of a dice game," he says. "The station with a high turnover of clients has the situation reversed—it should build for clients a fast turnover of merchandise."

He has never sold "spot announcements" as such. He sees them as "adjacencies."

Tom says his great success with mail order radio at WNAX—"a great station, made great by Cowles procedure and methods—actually put him in the agency business.

He likes to tell about his wedding day, to the former Patricia Dalton, who was a John Powers model in New York when he pursued her:

"Patricia had breakfast in Chicago the morning of Oct. 22, 1938, we were married in Jackson, Miss., at 4 p.m., arrested in Hattiesburg at 6 p.m. on fictitious charges by a client (Chicago & Southern) because I wouldn't pay $64 overweight baggage charges not incurred by my bride on her way south, and we got sick on too much flounder in Biloxi at 9 p.m.—it was *quite* a day."

Tommy, Larry & Mike

The Lathrops have three sons, Tommy, 11; Larry, 8; and Mike, 4, the two youngest of whom "were named Elizabeth before they were born." Mrs. Lathrop is a Cub Scout den mother and feels that every time she has the Cubs at her home, on Country Club Boulevard in Sioux City, it is a "supreme test for the structural qualities of the house."

Tom is a 32d degree Mason, belongs to Abu-Bekr Shrine, the Sioux City Club, and the Sioux City Country Club.

HONOR KATZ

Named 'Man of the Year'

BALTIMORE Advertising Club's civic award committee has named Joseph Katz, head of the advertising agency bearing his name, "Man of the Year" for 1950. The selection of Mr. Katz marks the first time in 29 years that the award has honored an advertising man.

Mr. Katz

Basis for the selection of Mr. Katz often called "the dean of Baltimore advertising men," is his distinguished career in the advertising business and his continued record for aiding "good causes," the awards committee noted. The committee of judges included Chairman Louis E. Shecter, of Louis E. Shecter Advertising Agency, Baltimore; William E. Gideon, vice chairman, and former Baltimore Mayor Howard W. Jackson.

As trainmaster of the agency he once labeled as a sort of "Union Station for projects of all kinds," Mr. Katz has been enlisted by city fathers to aid civic projects such as park loan, recreation fund, slum clearance drive, fight to obtain dogs for medical research, cancer campaign, the celebrated "business is good!" promotion, victory loans during World War II, United Jewish Appeal and many others. For the Advertising Council and Treasury Dept.'s Victory Loan drives during the war, Mr. Katz produced transcribed radio programs.

Wins Verdict

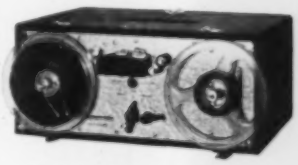
ROY LAPLANTE former Philadelphia radio announcer won a $15,000 verdict in U. S. District Court on the ground that he suffered humiliation and loss of dignity through the advertising methods of an Upper Darby women's clothing store. Mr. Laplante, now employed by ABC in New York, said the firm used his name without permission in sending potential customers credit slips to apply to purchases.

HE CHOSE Magnecorder

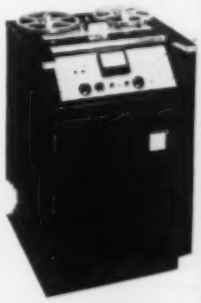
MAGNECORDER

For every purpose . . . every purse!

PT6 SERIES
Most widely used professional tape recorder in the world.



PT63 SERIES
Three heads to erase, record, and monitor from the tape.



PT7 SERIES
A complete console for only $950.00. Outstanding features and flexibility. Models for portable or rack mount also available.

THE FIRST CHOICE OF RADIO ENGINEERS

HIGH FIDELITY, LOW COST

Only Magnecord offers you such high fidelity at such low cost. Magnecorder frequency response: 50–15 kc ± 2 db. Signal-noise ratio: 50 db. Harmonic distortion less than 2%. Meets N. A. B. standards. More radio engineers use Magnecorders than all professional tape recorders combined!

GREATEST FLEXIBILITY

Mount a Magnecorder in a rack or console cabinet for delayed studio or network shows. Slip it into its really portable cases for remotes. Add to your Magnecord equipment as you need it—combine Magnecorders to suit every purpose.

MORE FEATURES

Your Magnecorder, new or old, now can have 3 heads (separate erase, record, and playback) to permit monitoring from tape. Three speeds (15"—7½"—3¾"—up to an hour on a 7" reel) available on both PT6 and PT63 equipment. Dual track heads also available if desired.

Write for NEW CATALOG

MAGNECORD, INC., Dept. B-12
360 North Michigan Avenue, Chicago 1, Ill.

Send me latest catalog of Magnecord Equipment.

Name.....

Company.....

Address.....

City.....Zone.....State.....

Folksy Footnote

SHOWING the hand of a New England culturist, "a proud mother" from Cambridge, Mass., has taken to task the WCOP Boston "management," the station reports. The irate writer disparages the use of the term "folks" by radio announcers to describe the radio audience. She's agin it because (1) the dictionary shows only "folk" —and even that indicates "people," stamping the word as a colloquialism; (2) during World War II "communistically inclined men" used the word to apply to "boys from the countryside to create a camaraderie..." Craig Lawrence, WCOP general manager, wonders "how Yankton, Shenandoah and Clay Center would answer this one."

RADIO VEHICLES
Defense Value Stressed

IMPORTANCE of radio-equipped vehicles in the civil defense effort was outlined last week in a special meeting attended by officials of KCMO-FM Kansas City, Mo., Transit Radio outlet, and the Kansas City Public Service Co. Station and company have a working arrangement.

Civil defense authorities, who would broadcast over KCMO's FM facilities, were shown how radio-equipped busses could be dispatched to any part of the city for vital transportation work. Approximately 300 vehicles of the Public Service Co. have been equipped with FM receivers and additional units are being installed each week, according to KCMO, which estimates that as many as 35,000 people could be reached with bulletins during any peak hour in the event of an emergency.

1897 John Wilson New 1950

FUNERAL services were held last Tuesday for John Wilson New, 53, general sales manager for WTAR-AM-TV Norfolk, Va., who died Dec. 3 following a two-months illness. Death was attributed to complications resulting from a heart condition.

Mr. New

Mr. New had served on the WTAR staff for 17 years and had lived in Norfolk for 32 years. He was past president of the Virginia Assn. of Broadcasters and was active in Norfolk in many civic efforts, including the Community Chest and American Red Cross.

Born in Portsmouth, Va., Sept. 30, 1897, Mr. New was [illegible] son of the late William L. [illegible] Bettie Borum New, of that [illegible] He married the former Dore[illegible] Adams, who survives him al[illegible] with one daughter, Dorothy.

Mr. New was named presid[illegible] of the Virginia Assn. of Bro[illegible] casters in August 1948 and serv[illegible] one term. Prior to his service [illegible] WTAR, which began in 1933, [illegible] was an employe of Dunn & Bra[illegible] street, marketing statistics firm.

The WTAR executive also was [illegible] member of the board of steward[illegible] of the Ghent Methodist Church a[illegible] a past president of the Lions C[illegible] and the Advertising Club. He al[illegible] belonged to the Virginia Yacht a[illegible] Country Club and Norfolk Lod[illegible] No. 38, BPOE, and for many yea[illegible] served as interlocutor in the El[illegible] Club minstrel shows.

NEW ORLEANS MARKET PICTURE

SHARE OF AUDIENCE

	8 a. m. to 12 noon	12 noon to 6 p. m.	Open ¼ Hr. Daytime Rates	Power Watts
WNOE	**21.1**	**23.7**	**50.00**	**50,000**
STATION A	20.8	15.7	84.00	50,000
STATION B	20.2	11.1	36.00	5,000
STATION C	12.4	16.2	36.00	5,000

WNOE Leads in New Orleans Morning and Afternoon — latest Conlan Survey —

Buy WNOE Now!

1 Minute Spots On 50,000 Watts WNOE
Only $13.00 Each (360 Time Rate)

For 5 State Coverage, Daily Mail Tells The Tale.

1060 On The Dial — Maximum Power — 50,000 Watts

Greatest Coverge, Lowest Cost

24 Hour Daily Operation — 5,000 Night

360 N. Michigan Ave., Chicago
Franklin 2-7979

NATIONAL RA-TEL REPRESENTATIVES

420 Lexington Ave., N. Y. C.
Murray Hill 4-2549

WNOE—THE JAMES A. NOE STATION—MBS

JOLSON MEDAL
Truman Awards to Widow

PRESIDENT TRUMAN has awarded the Medal of Merit to the late Al Jolson, famed radio-motion picture-stage entertainer, for services performed in Korea. The presentation was made last Wednesday at the Pentagon in Washington, D. C., by Defense Secretary George C. Marshall, to Mr. Jolson's adopted son, Asa Jolson.

The Defense Dept. noted that Mr. Jolson "gave of his talent untiringly and unceasingly for two strenuous weeks to entertain troops in Korea and Japan" shortly before his death. The trip, the department said, was made at the entertainer's personal expense as was the case in similar journeys during World War I and II.

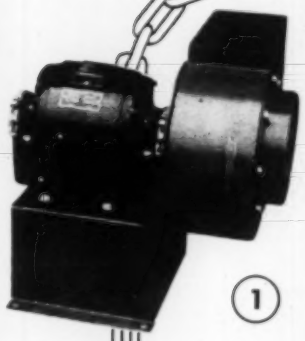
In Congress, Rep. Louis B. Heller (D-N.Y.) has introduced a bill (HR 9766) which would permit the President to award posthumously the Congressional Medal of Honor to the "Jazz Singer." The singer died Oct. 23 in San Francisco from a heart attack upon return from his battleground tour [BROADCASTING • TELECASTING Oct. 30].

Lever Switch

LEVER Bros. will switch product sponsorship of the *Arthur Godfrey Show*, 10-10:15 a.m. on CBS, from Spry to Rinso. Effective Dec. 25 the time of Lever segment of the show will be changed when 11 new stations will be added. The new time will be the 10:15-30 a.m. portion of the 1½-hour show over a total of 175 CBS stations. Ruthrauff & Ryan, New York, is the agency.

GATES

CHAIN REACTION IN QUALITY



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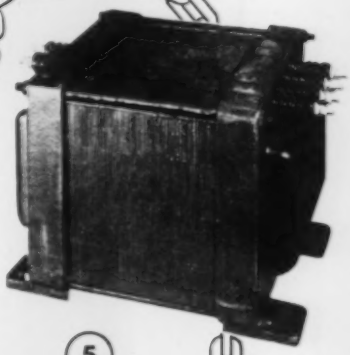

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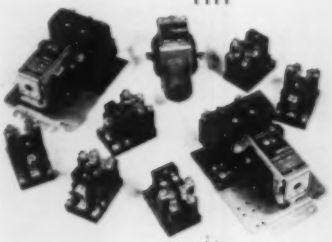
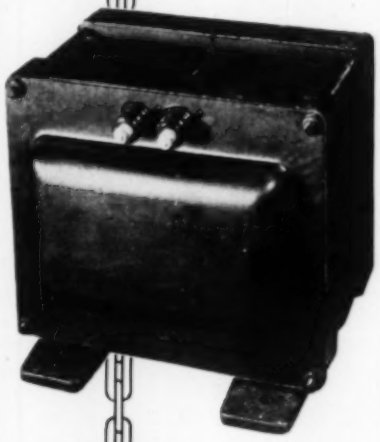


Building better equipment through a chain of high quality over-size components is the reason why more broadcasters buy Gates. In the Gates BC-1F air-conditioned transmitter, look at this chain of quality: (1) huge blower changes cabinet air four times each minute; (2) thirteen meters; (3) and (5) fully cased transformers with lots of iron and copper; (4) tubes time proven for long life, and (6) triple relay protection. Gates is modern equipment—the standard of comparison—quality and price-wise. Buy Gates and you buy 1950 designs plus 1950 quality and it costs no more.

THE GATES RADIO COMPANY,
Quincy, Illinois, U.S.A.



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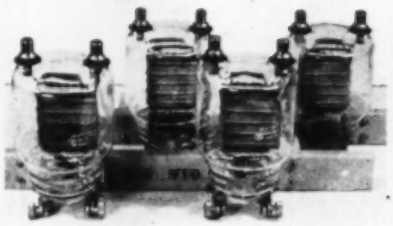


4

BC1F AIR-CONDITIONED 1950 DESIGN 1 kw A. M.

XUM

Tops in

Tops in Birmingham among all women's programs on all stations! That's what Hooper and Pulse* both reveal about "Moments with Mimi," WAPI's sparkling daily women's show starring Mimi Dennis.

town,

Town housewives, who listen to "Moments with Mimi" more than to any other women's show, have more to spend than ever before, too, because Birmingham is *booming* with business and industrial activity.

that's

That's a double-barreled reason — highest women's-program rating plus bustling market— why "Moments with Mimi" is Birmingham's most effective buy for advertisers who want to reach housewives.

"Mimi"

"Mimi"—Birmingham's authority for news of fashions, beauty care, cooking and homemaking —is available on a participating basis. For details and choice one-minute availabilities, just call us or Radio Sales.

*Hooper: May-Sept. 1950
Pulse: Sept.-Oct. 1950

WAPI

"The Voice of Alabama"
CBS in Birmingham
Represented by Radio Sales

YODER TO KNBC

Is General Manager, Replaces Elwood

ANNOUNCEMENT of Lloyd E. Yoder's transfer from general manager of KOA Denver to be general manager of KNBC San Francisco [CLOSED CIRCUIT, Dec. 4] was made by NBC last week.

Mr. Yoder, who has served NBC for 23 years, returns to the city where he started with the network. He joined NBC as manager of the Western Division press department in San Francisco in 1927, later was general manager of KPO and KGO San Francisco, when the network still owned the Red and Blue networks.

Mr. Yoder succeeds John W. Elwood, another NBC veteran, who retired as KNBC general manager effective last Oct. 15. His appointment is effective Jan. 1.

Mr. Yoder became general manager of KOA in 1939 after managing the two San Francisco properties for two years. He served in the Navy during World War II with the rank of lieutenant commander.

Follows Kopf Transfer

The shift of Mr. Yoder to San Francisco is the second replacement for management of an NBC owned-and-operated station within a fortnight. Harry C. Kopf, a week before, was transferred from vice president in charge of radio network sales to be vice president in charge of the Central Division, a position including management of WMAQ Chicago, to succeed I. E. (Chic) Showerman [BROADCASTING • TELECASTING, Dec. 4]. Mr. Showerman left the network to join Free & Peters as chief of television.

A third station management appointment, created by Mr. Yoder's leaving KOA, now must be made. At week's end no KOA manager had been selected.

Mr. YODER

'AMOS 'N' ANDY'

Rexall Sets Sponsorship

NEGOTIATIONS were completed last Monday for the Rexall Drug Co. *Amos 'n' Andy* contract calling for sponsorship of the CBS comedy show by the drug company starting Jan. 7 for 23 weeks [BROADCASTING • TELECASTING, Nov. 13, 6]. Program will continue to be heard at present time, Sunday, 7:30-8 p.m. (EST). Last broadcast under the current sponsor, Lever Bros., is Dec. 31.

According to terms of the contract, Rexall has been given first refusal rights on the show for the fall season. No provisions are included for television rights to the comedy team, according to an executive of the Rexall agency, BBDO, Los Angeles.

The drug company wound up its sponsorship of NBC *Richard Diamond, Private Detective* Dec. 6. As yet it has no plans for a summer show to follow the last *Amos 'n' Andy* broadcast June 10.

Critics Awards

SECOND annual Author Meets the Critics Awards for the work of outstanding American writers, of the best work of fiction of the year and the best work on non-fiction, will be announced on *Author Meets the Critics*, Jan. 28 on ABC, Martin Stone, producer, has revealed. The awards consist of two national literary prizes to the authors. Approximately 126 critics throughout the country participated in the selection of the winning authors.

GRANGE ATTACK

Calls NARBA 'Injustice'

FIRST mention in Congress of the new NARBA pact signed in November was a blistering attack on the agreement by the National Grange. The resolution, adopted unanimously by the Grange at its annual meeting Nov. 17 in Minneapolis [BROADCASTING • TELECASTING, Nov. 20], was entered in the Dec. 1 *Congressional Record* by Sen. Irving Ives (R-N. Y.).

Labeling the treaty "a gross injustice to the rural families of the U. S.," the Grange resolution charged the treaty's clear-channel concessions to other countries would cause interference to U. S. clear-channel service to farm listeners.

The resolution, which instructs the Grange's Washington office to oppose Senate ratification of the treaty, pointed out that it would "preclude at least on a number of clear-channels the only means of improving rural radio coverage, namely through use of adequate power on clear-channel stations. . ."

The new five-year North American Regional Broadcasting Agreement must be ratified by the Senate before it can become part of the U. S. policy.

TAPE RECORDING EXPANDS

Survey Finds 95% of Stations Covered Have Equipment

TAPE RECORDING equipment is now owned by 95% of the stations responding to a BBDO questionnaire, and sound recording tape may eventually be used for commercials, open-end shows and transcription libraries. These facts were found in a survey of 1,125 station engineers, 56% of those contacted, and reported by Minnesota Mining & Mfg. Co.

Stations with tape equipment average 2½ units per outlet. Of those which do not have tape equipment, 86% reportedly plan to acquire such equipment. Open-end shows on tape reportedly could be handled by 90% of the stations—using two playback units and leader and timing tape. Commercials could be handled on the same equipment at 80% of the stations and 78% said they could use a music library on the same basis.

Recommended Speed

Speed of 7½ inches-per-second for a tape library service was recommended by 79% of the station engineers reporting. Direct tape-to-air broadcasts were the practice at 54% of the stations while 44% said they sometimes put tape recorded material on a disc before broadcasting.

Among the various uses reported for tape recording equipment were the following: Delayed broadcasts, 97%; remote pickup, 95%; show building, 55%; sound effects, 28%; auditions, 28%. Economies of tape recording were voiced by 88% of the engineers who replied.

Commenting on the increased use of tape recording equipment in the radio industry, R. J. Gavin, sales manager for Scotch brand sound recording tape at Minnesota Mining & Mfg. Co., said: "This doesn't mean that tomorrow the radio stations will all switch to tape for their commercials and open-end shows and transcription libraries. But it does indicate that more than three-fourths of the stations already have the equipment to do it, and that most of the rest of them plan to get the equipment. That in itself is significant, we believe."

ELECT CONDON

Heads Okla. AP Radiomen

GLENN CONDON, KRMG Tulsa news editor, was elected president of the Oklahoma AP Broadcasters at the organization's November meeting at Oklahoma City's Biltmore Hotel, it has been announced.

Principal speaker at the meeting, Oliver Gramling, assistant general manager of the AP, discussed "History of AP Radio to Date." Stuart Harrell, head of Oklahoma U.'s school of journalism, announced the university is publishing a pronunciation glossary of Oklahoma state place-names at the suggestion of Mr. Condon. M. H. Bonebrake, KOCY Oklahoma City manager, presided.

HERE'S A SHOW WITH APPEAL . . .

Listeners demanded this show. Al Ross does such a splendid job on his morning show . . . that he's become a "must" on every time-buyers list. He has a unique way of selling with dubbed-in voices of famous radio personalities . . . that really "wows em". We get request after request for more and more of Al . . . So we planned the Al Ross Supper Club. Put Al to work for you . . . he'll do a great sales job.

RADIO BALTIMORE

WBAL

Maryland's Only 50,000 Watt Station

Nationally Represented by Edward Petry and Co.

CANADA REGIONAL

Form CCBA Ontario, Quebec

ONTARIO and English-language stations of Quebec formed the Central Canada Broadcasters Assn. at Toronto on Dec. 3 at a one-day meeting at the Royal York Hotel [BROADCASTING • TELECASTING, Dec. 4]. About 40 broadcasting station personnel attended the session.

Ralph Snelgrove, CKBB Barrie, was elected president; Lyman Potts, CKOC Hamilton, vice president, and Tom Quigley, CFCF Montreal, secretary-treasurer. Mr. Snelgrove is a past chairman of the board of the Canadian Assn. of Broadcasters. Both Messrs. Potts and Quigley are production men on their stations, reportedly the first time that men not owners or managers of stations have been elected to office of Canadian regional associations.

A report was given on the Canadian copyright situation by J. T. Allard, CAB general manager, and Harold Moon, assistant Canadian general manager of BMI Canada, Ltd., Toronto. Withdrawal by the French music society of its request for a separate copyright tariff, which had recently been requested of the Canadian Copyright Appeal Board, was reported. Mr. Moon urged Canadian stations to promote BMI Canadian tunes, which the stations, as owners of BMI Canada Ltd., own. Discussion on various aspects of the copyright situation was lengthy.

A report on CAB activities since the annual meeting last February at Niagara Falls was made by William Burgoyne, CKTB St. Catherines, a small stations directors of the CAB. He stated that CAB directors have under consideration a Canadian version of the sales film "Lightning That Talks." A report on the preparations and appearances before the Royal Commission on Arts, Letters and Sciences at Ottawa, was made, and stations were urged to keep the subject of their operations before the public and business groups in the interest of free enterprise in radio broadcasting.

Mr. Burgoyne stated that as a result of meetings with Quebec French-language stations, a sales office with French-speaking staff will be added to the CAB sales director's staff at Toronto. While only about half the 25 French-language stations now belong to the CAB, the move for a French sales staff at Toronto is expected to bring the remaining French-language station into the CAB.

Gillin Award Plans

The John J. Gillin Jr. Memorial award was reported on by both Mr. Burgoyne and Bill Cranston, CKOC Hamilton, chairman of the committee. The first award is to be made to a Canadian station for its public service activities in 1950 at the February CAB meeting at Quebec, with a plaque to be hung at the winning station for the year, and a clock-barometer to be presented to each winning station as a permanent award.

Also reported by Mr. Burgoyne were CAB participation at NARBA, CAB public relations, wired radio developments at Montreal, civil defense developments, and safety measures for transmitter engineers.

Afternoon session of the meeting included election of three directors from the newly formed CCBA to the 1951 CAB board. Those elected to represent the Ontario and Quebec English-language were Harry Sedgwick, CFRB Toronto; Murray Brown, CFPL London, and Mr. Burgoyne.

Most of afternoon session was devoted to a showing of the newly developed radio versus newspaper circulation figures of Pat Freeman, CAB sales director. With charts, he showed how Bureau of Broadcast Measurement's latest survey figures showed radio stations far ahead in circulation over daily newspapers, week-end papers and magazines, for which Audit Bureau of Circulation figures were used. Detailed charts were shown for each province and also for regional areas.

Rates Compared

The first of a new series of charts, a by-product of Mr. Freeman's circulation estimates, was one showing BBM figures and hourly rates for Canadian stations, in comparison with Broadcast Measurement Bureau figures and hourly rates of a few representative U. S. stations. American stations charged about 100% higher rates than Canadian stations in same "radio circulation" groups, it was reported.

From these charts, Mr. Freeman pointed out to the Central Canadian broadcasters that generally Canadian stations had an inferiority complex as far as rates for their services were concerned, comparing their circulation with newspapers in their areas. He urged gradual eliminating of bulk buying discounts, re-examination of time classifications, frequency discounts and then perhaps upping rates to compensate for present low rates in comparison to circulation.

He reported that the CBC board of governors at a recent informal showing of these same charts had been duly impressed at the low rates charged by stations.

Mr. Sedgwick wound up the discussion following Mr. Freeman's presentation by saying that if Canadian stations were to charge more they should also put more money into public service programs and activities.

A vote of thanks to Mr. Sedgwick for his many years of guidance and work for the Canadian broadcasting industry was given by members. Attending were:

Jim Allard, CAB Ottawa; Gordon Archibald, CHOV Pembroke; Jack Beardall, CFOC Chatham; S. Brownlee, Toronto; Bill Bennett, All-Canada Radio Facilities, Toronto; Murray Brown, CFPL London; Ruth Beattie, CAB Toronto; William Burgoyne, CKTB St. Catherines; Keith Chase, CFPL London; Al Collins, CKLB Oshawa; William Cranston, CKOC Hamilton; Arthur Dupont, CJAD Montreal; Jack Davidson, CKGB Timmins; Pat Freeman, CAB Toronto; Waldo Holden, CFRB Toronto; Foster Hewitt, CKFH Toronto; A. M. Haig, CJBQ Belleville; Bob Lee, CHUM Toronto; Bill Mitchell and Ross McCreath, All-Canada Radio Facilities, Toronto.

L. Metcalf, CJOY Guelph; Ken Marsden, CFRB Toronto; James Montagnes, BROADCASTING • TELECASTING, Toronto; Harold Moon, BMI Canada Ltd., Toronto; Lyman Potts, CKOC Hamilton; Tom Quigley, CFCF Montreal; Ken Soble, CHML Hamilton; Lee Smith, CKFH Toronto; Horace Stovin, H. Stovin & Co., Toronto; Bill Stovin, CJBQ Belleville; Harry Sedgwick, CFRB Toronto; Leigh Stubbs, CHUM Toronto; William Slatter, CJOY Guelph; Ralph Snelgrove, CKBB Barrie; Jack Slatter, Radio Representatives Ltd., Toronto; Doug Trowles, CFPL London; C. Wingrove, CKTB St. Catherines; Bill Valentine, CFRB Toronto; and Lloyd Westmoreland, CKOC Hamilton.

KSIL Lights Way

QUICK action by KSIL Silver City, N. M., was credited with averting an airplane crash there last week. Pilot Wesley Hammond of Claypool, Ariz., tried to turn on his lights while flying over Silver City and found them out or order. He buzzed the city and surrounding territory to attract attention. Jim Duncan, program director at KSIL, noticed the plane flying dangerously close to the KSIL tower and phoned the sheriff's office for information. The sheriff requested KSIL to send out appeals for private cars to proceed to the nearest airstrip at Hurley, N. M., more than 15 miles away, to provide emergency lighting for the landing. KSIL interrupted its CBS program three times with the appeal, and approximately 1,500 autos responded.

Something Every Sales Manager Should Know —

A Station Is Known by the Audience It KEEPS!

A long time ago KRNT, DES MOINES, got the audience. A close friendship was established that remains loyal and unbroken. The Hoopers show that, and they also show that KRNT continues to add to its immense family of listeners.

Any advertiser who insists upon a successful radio campaign in the rich, ripe and ready CENTRAL IOWA market MUST call on KRNT to get the job done.

To substantiate that fact, KRNT has scores of success stores or — take a look at the C. E. Hooper Audience Index, Des Moines, city zone, for May-thru-September, 1950. You'll see —

KRNT LEADS IN EVERY TIME PERIOD!

And... That's Something Every Sales Manager Should Know!

KRNT

DES MOINES — THE REGISTER AND TRIBUNE STATION
REPRESENTED BY THE KATZ AGENCY

The station with the fabulous personalities and the astronomical Hoopers

HONEST ANSWERS

to Akron's "fouled-up" listening survey:

In less than a year, WCUE—Akron's only independent station—has made the network outlets in the Rubber City sit up and take notice. Such notice, in fact, that even audience surveys have, apparently, to be "Hypoed" to keep the facts of radio listenership from being known.

With all due respect to audience surveys, we believe you are entitled to honest answers to the following questions before you can evaluate the current Akron Survey.

ARE ALL STATIONS IN AKRON SUBSCRIBING TO THE SURVEY?

No. WCUE has withdrawn its support because we do not believe the survey, under present conditions, can accurately measure the listening preferences of Akron area residents.

WHY DOESN'T THE SURVEY ACCURATELY MEASURE LISTENERSHIP?

We believe high pressure telephone promotions now being conducted by two of the network outlets in Akron, awarding prizes up to $1000.00, will make accurate measurement impossible. *Especially* since winning a prize is dependent on the listener referring to the station's call letters when called.

HOW DID THIS SURVEY GET STARTED?

Not long ago, WCUE and other Akron stations asked an audience survey firm to make an October-through-April survey in the area. As soon as arrangements were completed, these 2 network outlets started their high pressure telephone promotions. WCUE spotted the joker and immediately withdrew its support. But the network affiliates had the survey continued.

WHEN WILL ACCURATE AUDIENCE SURVEY FIGURES BE AVAILABLE?

WCUE hopes they will be available soon. After the hypodermic effect of the promotions wears off, WCUE will be happy to join in an area-wide survey, which, we believe, will accurately measure listenership.

WHY ARE SOME STATIONS AFRAID OF AN UNBIASED SURVEY?

We don't know. But the fact that they apparently are, is pretty good evidence that WCUE has become a major factor in the Akron market. . . . a factor they wish you didn't know. . .but a factor which everybody in Akron knows gets the most results for the most advertisers.

Akron Ohio's only Independent Station

Wcue

SEE YOUR FORJOE MAN FOR DETAILS

SERVICE ROLE

Stressed by Mickelson

A STRONG commercial television industry will be able to provide invaluable service in the troublesome days ahead just as radio developed commercially, Sig Mickelson, CBS public affairs director, told the Washington Ad Club Dec. 5. Industry, agencies and TV must cooperate in bringing information and interpretation to the nation, he said.

Commercialism is no index of TV's contribution to the public, he said, pointing to flaws in arguments of those who criticize advertising support. TV is a popular target, especially for people who don't own sets, he said.

Cites Costs, Restrictions

Costs are fantastic, Mr. Mickelson declared, with income to networks restricted by the number of one-station markets and programs really can't reach large hookups because of the lack of stations. No private industry ever had so heavy a burden of government regulation, he contended.

CBS will bring out a new public service show Jan. 7, titled *The Facts We Face*, he said. The program will interpret specific facts in the whole national crisis, informing the public on the need for sacrifice. Government leaders will explain what they are trying to do.

Mr. Mickelson prefaced his talk with a gloomy look at the nation's present state, quoting a Washington official who was said to have predicted the chances are 50-50 that within a few years America's youth will be enslaved. He is an ex-president of National Assn. of Radio News Directors.

CONGRATULATING the hostess of the *Ann Sterling Show* for her 4,000th consecutive broadcast on KJR Seattle are these station executives (l to r): Standing, Roland Bradley, program director; Maitland Jordan, national sales manager; J. Archie Morton, station manager; seated, Charles Herring, announcer; Miss Sterling, and Carl Person, writer of the show. Guests on the program recounted background of the show and outlined the manner in which it is put together.

PHILCO SALES

Defense Gets Bigger Part

PHILCO Corp. has $60 million in defense orders, and sales of all products for 1950 will reach $335 million "and might go to $345 million."

These predictions have been made by William Balderston, Philco president, who sees 1951 shaping up something like this: The first quarter will be "pretty satisfactory" for the company, the second quarter will be devoted mostly to conversion while the third and fourth quarters will receive the benefits of an increased rate of government billings.

Philco has declared a quarterly dividend of 80c per share on common stock and stockholders have approved a 2-1 split of company stock and also an ownership plan providing options and reservation of shares for key personnel [BROADCASTING • TELECASTING, Dec. 4].

Contented Cows

CONTENTED cows apparently are more than just an empty phrase in Cologne, Minn., and one reason may be the farm program aired by WCCO Minneapolis-St. Paul. Larry Haeg, WCCO farm director, received a letter from Clifford Johnson who complained his cows were restless and "reluctant" at milking time. He wrote: " . . . I didn't know what had come over them until . . . you came back on the air. The cows lifted their ears and started chewing their cud and the milk just drooled out. So as a farm program I think yours is tops."

TAPE DEBATE

NBC Phone Recording P

WITH the help of long dista telephone service and two tape corders, NBC broadcast a deb Saturday, Nov. 25, between Considine, syndicated newspa columnist, and Frank Scully, aut of a controversial book on fly saucers.

Mr. Considine was in Chic attending the convention of tional Assn. of Radio News Dir tors, and Mr. Scully was at home in Hollywood at the time recordings were made. The deb was particularly timely beca Mr. Considine had recently writ a series of articles based on int views with high Air Force offici who reportedly refuted the Scu views on flying saucers.

The two men held their deb by telephone while tape record microphones at each end pick up the conversation. The tape corders were not hooked up to telephone circuit. After the deb both tapes were flown to New Yo and dubbed together. NBC Ne and Special Events Manager J Meyers said the scheme provid higher quality reproduction th the usual method of "telepho beeper recording." The idea using the tape recorders at bo ends and dubbing the tapes t gether for the broadcast was su gested by John Cooper, INS rad director, after the original plan having Mr. Scully fly to Chica for a face-to-face debate was veto by his doctors.

WLEX LABOR CASE

Examiner Sustains Unio

COMPLAINT by IBEW (AFL Local 1224 that Central Kentuck Broadcasting Co. Inc., licensee WLEX Lexington, Ky., had e gaged in certain "unfair lab practices" was sustained in an in termediate report released by National Labor Relations Boa examiner Dec. 2.

Lloyd Buchanan, NLRB tri examiner, recommended that th station "cease and desist from in terrogating employes" with respe to their union activities, and rei state four technician-engineering staffmen who, he said, were di missed without good cause.

WLEX denied the allegations a to "unfair labor practices," an asserted the men were discharged because they were incapable of per forming the prescribed duties Complaint was filed Aug. 28 and hearing was held in Lexington Oct 17-20. Station has 20 working days from date of order to reply to the recommended order.

WNYC New York and Seymour N Siegel, director of station, have bee cited by New York Tuberculosis an Health Assn. and New York Academy of Medicine, for 15 years of continuous broadcasting of health information to citizens of New York, through pro gram, *Good Health To You*, Wed. 10:30 a.m.

Promotionwise

There's ALWAYS Something Going On at WSYR

Without a penny of added cost to the advertiser, WSYR's radio shows get the full promotion treatment:

- 18,073 lines of newspaper advertising each month
- Full schedule of courtesy announcements
- Lots of direct mail
- Frequent contests and other publicity stunts
- Merchandising counsel and service

You want your program to be heard, don't you? So—you put it on WSYR

WSYR SYRACUSE AM • FM • TV

The Only COMPLETE Broadcast Institution in Central New York

NBC Affiliate • Headley-Reed, National Representatives

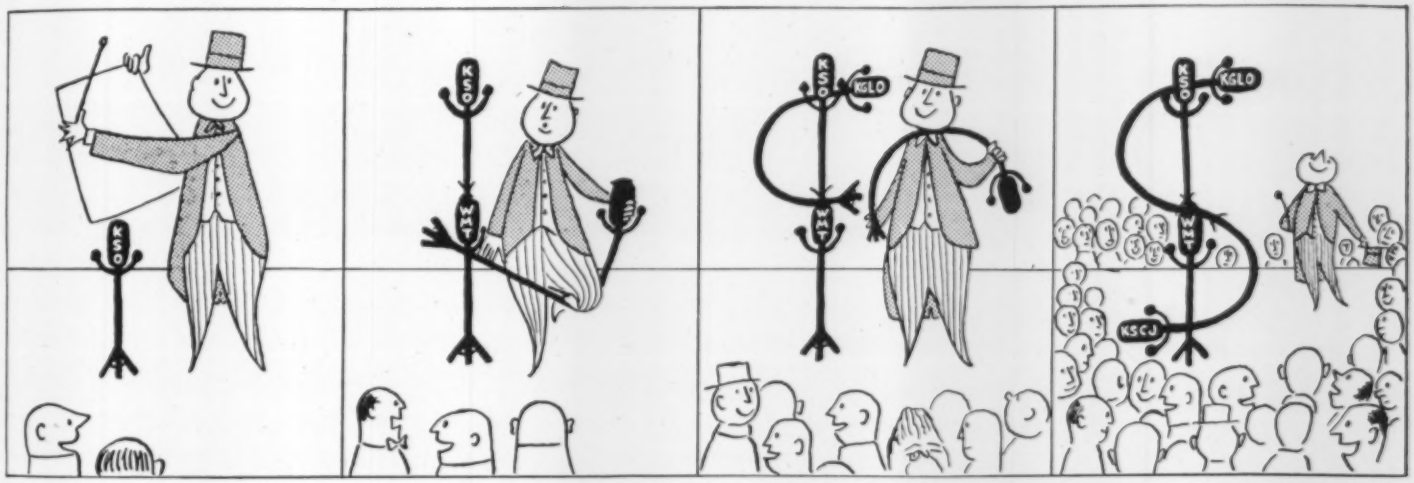
IN IOWA
You get far more with the CBS Four

And it'll cost you *less.*

If you're interested in economical coverage of four of Iowa's richest markets—you'll find it pays to put your sales story on the four CBS *hometown* stations in these cities . . . KSO Des Moines, WMT Cedar Rapids, KGLO Mason City and KSCJ Sioux City.

For within the home counties of these stations, their combined BMB weekly audience is 29% greater than the audience of any other single station. Yet their combined cost for spot announcements is less!

What's more, the CBS Four command an average "inside" share of audience of 46.2—250% greater than that of any other single station.



There are at least two reasons for this overwhelming preference: the intense loyalty which listeners have for their own *hometown* stations . . . and the solid schedule of CBS stars and favorite local personalities programmed by the *CBS Four* throughout the week. To sell your product in the important metropolitan centers of Iowa, get in touch with the four stations listed below, or their national representatives. You'll find you get more with the *CBS Four* . . .

All sources on request

KSO
Des Moines
Represented by
Petry

WMT
Cedar Rapids
Represented by
Katz

KGLO
Mason City
Represented by
Weed

KSCJ
Sioux City
Represented by
Hollingbery

IN NORTH CAROLINA

WSJS

DELIVERS

A 15 COUNTY MARKET
With Over
12,521,000* DRUG SALES
*Sales Management 1950
Survey of Buying Power

MORE VALUE
FOR YOUR
ADVERTISING
DOLLAR

WSJS
The Journal Sentinel Station
AM-FM
WINSTON-SALEM
NBC Affiliate
Represented by:
HEADLEY-REED CO.

Sound Radio Alert

(Continued from page 19)

ant to Chairman Stuart Symington, picked out the newsmen. Here is his message.

Enormous responsibility falls upon the radio newsman in such a crisis as now confronts the United States. He is the main link between the government and the people. The degree of success of the government's efforts to make this nation secure depends upon the awareness of the people. Whether that support is forthcoming depends upon how well the public understands what is being done on its behalf.

The radio newsman should be especially esteemed in time of national danger. . . . The awareness and understandings he engenders in his listeners will enable them to take steps to ward off danger that threaten. . . .

How and what the governments—and this includes federal, state, county and municipal—are doing in this direction is the business of the people who are governed. Newsmen can fulfill no more important function than to convey to the public the truth about the need for action and about the progress of this gigantic effort."

Description of Network

Mr. Heslep described in some detail the operation of the New York-New Jersey emergency network, actually three networks linked as a unit to disseminate information. Stations will maintain monitors for specified transmitters, the assumption being that telephone lines will be out of commission. Test transmissions are planned.

Careful planning and programming of public service campaigns will be necessary, according to Mr. Heslep, who proposed some could be set up to invite institutional sponsors. He predicted acute shortages will bring drives to conserve scarce materials, recruit labor and otherwise aid the defense effort.

Then he warned: "If either the government or private industry decides that paid advertising is needed to put across a particular program, be sure radio gets its just allotment of funds." He said the Advertising Council has not yet had many government requests for help, but anticipates they may come in deluges.

Uses Example

As an example of a sponsored campaign he recalled a statement made to the Alabama Broadcasters Assn. by Stanley Field, chief, Radio Production Section, of the Radio-Television Branch, Dept. of Defense. Mr. Field had told the Alabama group:

Recognizing that radio is a major advertising medium especially adapted for recruiting service needs because of its flexibility, the Recruiting Service has—in addition to its public service material—engaged in paid time activities.

Between May 15 and Aug. 15 of this year, the Recruiting Service spent $300,000 with over 1,500 radio stations across the country in three different campaigns. This fall, the Recruiting Service again purchased the Saturday football broadcasts over ABC for the U. S. Air Force Procurement program.

Recently, when some discussion arose over allocation of Recruiting Service funds between the various media, the NAB and the Broadcast Advertising Bureau expressed official satisfaction with the radio advertising policies and said that radio was receiving its fair share.

The radio industry can be assured of getting a fair share of recruiting money. The majority of the funds expended in radio will be for the purchase of time. The six local Army headquarters have been advised to devote 50% of their funds for purchase of radio time.

As to censorship, Mr. Heslep said: "If war comes, some kind of censorship will be needed. With pardonable pride and prejudice perhaps, I urge broadcasters to insist on voluntary censorship of domestic broadcasting, supervised by a civilian agency reporting direct to the President and staffed with top men drawn right from the editorial rooms and wire services of the nation's press and from the network and station newsrooms of American radio and television."

Cites Book

He cited the book *Weapon of Silence* by Ted Koop, CBS Washington news and public affairs director and ex-Office of Censorship official, as one which finds skepticism and cynicism in some circles over the "magnificent job of voluntary censorship turned in by press and radio in the last war."

Suggesting the armed services didn't have manpower to set up a workable field censorship in the Korean war, Mr. Heslep contended that "on the broader plane the protection of freedom of expression is perhaps your most vital role in the defense effort."

The whole defense problem can be broken down into two broad categories, he declared—preparedness and participation. Under preparedness he listed station resources, physical plant, newsroom manpower shortages, plant protection, security obligations and mutual aid through good organizations. The salesman is one of the keys "to how good a job your station is going to do in the service of your country," he said, advocating "hard, aggressive selling to increase the gross revenue."

Urges Checking

Nobody will make a lot of money running a TV or radio station in this emergency, he reminded in noting that the tax bill now before Congress "is only the first." Thus, he added, "the time seller is on the front line in the defense effort."

Mr. Heslep referred to the recent storms as dramatizing the urgency of checking up on towers, tube supply, secondary and auxiliary sources of power. "The storm emergency was a good preview of things that might come," he said.

Provision likely will be made by National Production Authority for production and distribution of maintenance parts, Mr. Heslep said.

(Continued on page 46)

STAY
ON TOP
With KFSD

5000 Watts - More "Air" Power For More Sales Power Reaching More Buying Power in San Diego, California

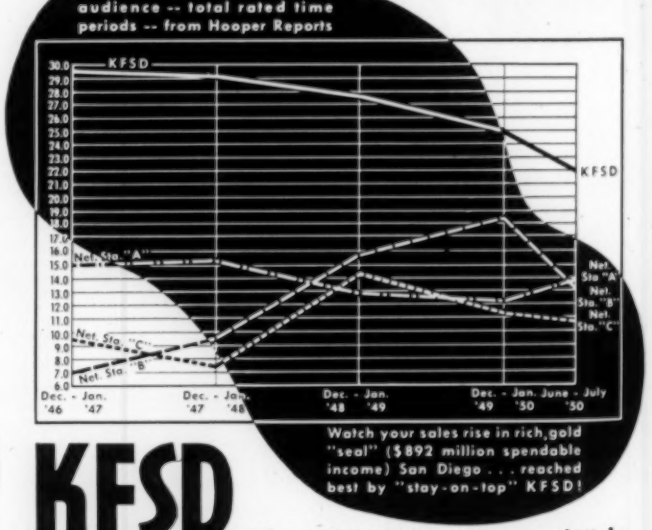


Chart is based on share of audience -- total rated time periods -- from Hooper Reports
KFSD
KFSD
Net. Sta. "A"
Net. Sta. "B"
Net. Sta. "C"
Net Sta "A"
Net. Sta. "B"
Net Sta. "C"
Dec. - Jan. '46 '47
Dec. - Jan. '47 '48
Dec. - Jan. '48 '49
Dec. - Jan. '49 '50
June - July '50
Watch your sales rise in rich, gold "seal" ($892 million spendable income) San Diego . . . reached best by "stay-on-top" KFSD!

KFSD
NBC

The ONLY 5000 watt Day and Night Station in San Diego . . . Dial 600

Represented Nationally by PAUL H. RAYMER CO.
BOSTON • CHICAGO • DETROIT • LOS ANGELES • NEW YORK • SAN FRANCISCO

the TOUR-TEST proves

KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE

...in the OREGON MARKET

The greatest power potential in the nation, favorable building sites and a skilled labor supply have attracted hundreds of new industries to the KGW market area since the end of World War II. Typical of the steady growth of the great Northwest is Vancouver, Washington, effectively blanketed by KGW's COMPREHENSIVE COVERAGE through the greater efficiency of KGW's lower 620 frequency. This has been proven by an authentic Tour-Test, made in cooperation with the Oregon State Motor Association, and witnessed by A. R. Nieman, president of Vancouver's Chamber of Commerce. Above he gallantly assists "Miss KGW of 1950" from Vancouver's historic apple tree, first to be planted in the Northwest Territory. Depend for delivery of this rich area on the COMPREHENSIVE COVERAGE of KGW.

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP

Actual engineering tests have proved that KGW's efficient 620 frequency provides a greater coverage area and reaches more radio families than any other Portland radio station *regardless of power.* BMB surveys bear out this fact. KGW is beamed to cover the population concentration of Oregon's Willamette Valley and Southwestern Washington.

TOTAL BMB FAMILIES
(From 1949 BMB Survey)

DAYTIME	
KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630

NIGHTTIME	
KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's COMPREHENSIVE COVERAGE of the fastest-growing market in the nation.

KGW

NBC AFFILIATE

PORTLAND, OREGON

ON THE EFFICIENT 620 FREQUENCY

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

XUM

for
SENSATIONAL RESULTS
"MARTHA'S CUPBOARD"

(featuring Martha Bohlsen)
with the
Hard-Selling, 4-Way
WOW
FEATURE FOODS
Merchandising Plan

Now Available To Advertisers Of Acceptable, Non-Competing Products Sold in

FOOD STORES

- Minimum Contract . . . 2 Participations Per Week For 13 weeks.
- Rate Per Participation: $46.75 (5% off for 4 or 5, 10% off for 6 Participations per week.)

DON'T DELAY
Get Full Information Now

RADIO
WOW
SALES

Insurance Bldg., Omaha
Telephone WEbster 3400
Frank P. Fogarty, Gen'l. Mgr.
Lyle DeMoss, Ass't. Gen'l. Mgr.
or
ANY JOHN BLAIR OFFICE

WAZL'S ORIENTATION

Joins With Advertiser in Two-Day Event

Speakers table includes (l to r) Mr. Evans of U. S. Steel; Mr. Diehm (standing); Mr. Clem of NBC; Mr. Luce of J. Walter Thompson; Chauncey Davis, executive secretary, and Allan Holman, president, Hazleton Chamber of Commerce.

* * *

THE THREE A's of good business, as fashioned by WAZL Hazleton, Pa.— anything, anytime and anywhere—were served to its advertisers, the proven and the potential, in between a round-robin of feast and festivities.

WAZL's message of what national advertisers do on radio to help the local sponsor was pointed up during a series of breakfasts and luncheons this fall. Particular emphasis was placed on the local effects of national shows. As an affiliate of both NBC and MBS, WAZL cited shows broadcast nationally by those networks.

In a tie-in, guests were given an insight into the radio public relations job successfully aired by national firms. Programs given attention included the *United States Steel Hour*, the *Bell Telephone Hour* and the *Railroad Hour*, all carried by WAZL.

Poster Display

Poster displays "on location" carried the theme along by thumbnailing all current national and local advertisers represented on the station's program schedule. Old sponsors, such as Bright's Department Store of Lansford, Pa., and Jere Woodring Hardware of Hazleton, were given extra space.

The two-day project got off to a start with a breakfast for Hazleton merchants at Genetti's Ballroom. Ham and eggs were followed by an "on the scene" broadcast of a local program, distribution of gifts to every guest, and showing of the industry's documentary film, "Lightning That Sells." Vic Diehm, WAZL general manager, rounded up radio's story and introduced visiting dignitaries.

Those attending included: Robert Evans, assistant director of public relations, U. S. Steel; Clyde Clem, NBC promotion; James Luce, J. Walter Thompson; Phil O'Neill and Bill Kelly, Crolly Advertising; Pauline Lacey, Pauline Lacey Advertising; R. H. Levy Jr., Kingston Cake Co.; Earl Wise Jr., secretary-treasurer, and Percy Wilson, advertising manager, Wise Potato Chip Co., and Edward Bachman, Lynn-Fieldhouse Advertising.

Cocktails and luncheon were served to advertising merchants of WLTR Bloomsburg, Pa., at the city's Magee Museum. Mr. Diehm has been acting as consulting adviser to the station, which was served with the WAZL triple A venture. WAZL executives report "Lightning" struck thrice there to spark new accounts for WLTR that afternoon.

Luncheon

At noon the next day, the WAZL traveling promotion group gathered at the Old Company's Club in Lansford for a luncheon for benefit of WAZL's Lansford, Coaldale, Tamaqua, Mauch Chunk and Leighton advertisers. The documentary film was shown once again, followed by a tour of Bright's store.

WAZL reports the food good, the film friends, old and new, were refreshing and the results satisfying in its two-day goodwill promotion.

Truman-Attlee

RECOGNIZING the great role of electronics and other production in mobilization, President Truman and Prime Minister Clement Attlee of Great Britain in a joint statement last Wednesday both called attention to the problem of raw material shortages in discussions on defense efforts. The two high officials agreed that "vigorous efforts should be made to increase production and to assure the most effective use of the limited supplies available." They referred to raw materials and finished goods for defense.

Sound Radio Alert

(Continued from page 44)

on basis of a statement by James D. Secrest, general manager of Radio-Television Mfrs. Assn.

Importance of capable staffing in the newsroom was emphasized by Mr. Heslep. He said a labor shortage may show up in the technical end of broadcasting, proposing use of "womanpower." He quoted Chairman Wayne Coy, of the FCC, as saying:

During World War II, when the shortage of qualified operators became acute, the Commission temporarily and as emergency measure, relaxed its requirements concerning classes of operators for broadcasting stations. This relaxation was terminated about the middle of 1946.

In the present situation, the Commission is keeping itself informed with regard to the availability of qualified operators and will work in close cooperation with other federal agencies and defense authorities.

The FCC will, of course, take any steps that seem advisable to maintain American broadcasting as an efficient instrument in the preparedness program.

Robert K. Richards, NAB public affairs director, suggested to Mr. Heslep that management schedule a series of "know your station" clinics.

Munitions Board ideas on plant protection were recited by Mr. Heslep, who stressed the need for "security consciousness." He quoted an editorial from BROADCASTING • TELECASTING calling for vigilance, wisdom and caution on the part of radio and TV.

Such agencies as NAB, Television Broadcasters Assn., National Assn. of Radio News Editors, Assn. of Radio News Analysts and other professional groups, including state associations, should strengthen for mutual aid and protection, he said. He reminded that the Broadcasters Advisory Council, under NAB President Justin Miller, is ready for service and the Advertising Council is serving as a "peacetime OWI" in screening for agencies and network all requests for media assistance.

MONROE ELECTED

Heads Mo. AP Radiomen

JIM MONROE, news director of KCMO Kansas City, was elected chairman of the Missouri Assn. of Associated Press Broadcasters at the annual meeting in Jefferson City, Mo., Nov. 26. He succeeds Bruce Barrington, KXOK St. Louis. Sam Burk, director of KIRX Kirksville, was elected vice chairman.

Speakers at the meeting included Oliver Gramling, assistant general manager of Associated Press; J. R. Lloyd, head of Kansas City District forecast center of Weather Bureau; and Merrill Chilcote, managing editor of the *St. Joseph News-Press* and chairman of the Missouri Associated Press.

Committees of the association presented reports on general news service, regional news report, sports, markets and weather to the representatives of 14 AP member stations attending the meeting.

CLEVELAND'S *Chief* STATION • WJW • CLEVELAND'S *Strongest* SIGNAL • WJW • CLEVELAND'S *Chief* STATION

WJW

is pleased to announce

the appointment of

H-R Representatives, Inc.

as National Representatives

Effective January 1, 1951

BILL O'NEIL
PRESIDENT

CLEVELAND'S *Chief* STATION

WJW

5000 W.
WJW BUILDING

BASIC ABC
CLEVELAND 15, OHIO

CLEVELAND'S *Chief* STATION • WJW • CLEVELAND'S *Strongest* SIGNAL • WJW • CLEVELAND'S *Chief* STATION • WJW • CLEVELAND'S *Strongest* SIGNAL • WJW • CLEVELAND'S *Chief* STATION

editorial

Color-Blindness

LAST WEEK RCA demonstrated the improvements it has made in its compatible, all-electronic color television system during the past six months. They were, we think, significant.

Absent from the demonstrations was FCC, storm center of the whole current color controversy. RCA, understandably, did not formally invite the Commission because of the pendency of its litigation against adoption of the incompatible CBS system, but said it would do so when the litigation is over.

Without attempting to compare the merits of the RCA system as it now stands and the CBS system as approved by FCC, we would like to suggest, respectfully, that the Commission should see the advances which RCA has made. It should see them as soon as possible. Whether seeing them would in any way affect the decision which has already been made, we do not know.

The fact remains that a part of FCC's duty is to keep itself abreast of the arts it regulates. No technicality, in our mind, should deter the performance of that duty. We think the Commission itself will agree that any time it spends in looking at RCA's developments will be time spent constructively.

Fantasy in Wartime

IF BY SOME magic, Marconi or Conrad should return to this moral, bewildered world and behold what is transpiring in the arts they created, they might well wonder whether it was worth it all.

On Capitol Hill, they would see a lame duck Congressman, perhaps embittered because he lost his seat, plumping for a ban on newspaper ownership of stations—that is, future ownership. And they would find that this issue, settled nearly a decade ago by the Supreme Court, still retains support among many in public life, who apparently have forgotten the precepts and teachings of the Founding Fathers.

And at the FCC, they would find a lady Commissioner battling with Amazonian fury for the reservation of scarce TV facilities for a hastily organized group of educators who evidently wouldn't know what they would do with them if allocated.

These happen to be just a pair of the issues that long ago were settled by Congress and by the courts. On the one hand, Ohio Congressman Huber wants to make of newspaper owners second-class citizens by denying any new authorizations to anyone connected with the medium. It's the equivalent of saying that no men with blond hair henceforth shall be permitted to enter law or medicine, or drive an automobile.

And on the other hand, Comr. Hennock reaches emotional heights in protesting any one who will even question the right of the schools to preempt at least one VHF channel in each metropolitan area, one in each educational center (whatever that is) and 25% of the unallocated UHF spectrum. Instead of following established procedures whereby all comers compete on equal footing, she would make of all save the educators second-class citizens. She would hold facilities for perhaps 30 years to accommodate the anticipated desires of the pedagogical men who aren't there. It was just 30 years ago that radio was born.

Madam Commissioner, who has demonstrated in her two years on the FCC that she is an able lawyer, seems to us to have gone off the deep end in her zeal to do a job for the educators. It is her *cause celebre*. A reading of the record, and of her colloquies with FCC Counsel Harry M. Plotkin, displays unrestrained emotions reminiscent of the days when James Lawrence Fly ran the FCC. For the first time in the 11 years that Mr. Plotkin has been an FCC lawyer, we find ourselves (perhaps reluctantly) in agreement with him. He simply sought the right to interrogate witnesses for the organized educators. Miss Hennock repeatedly stopped him short, charging that questions were "loaded."

A war is on. It involves an all-encompassing battle of ideologies. Doesn't it seem futile to indulge in such nonsense as a ban on new newspaper ownership, or "reservation" of channels 30 years hence—years that may see a revolution in our world economy and perhaps several in our mass radio communications?

AFRA Sings High

ANYONE who pays the bills for transcribed library services or for transcribed programs and announcements is entitled to holler "ouch" when he hears the terms of the new AFRA-transcription contract negotiated a fortnight ago.

The contract boosts talent fees for AFRA singers on library records by about 100%.

It raises the fees for AFRA performers on transcribed programs and commercial spots by about the same amount. But the period over which any such program or commercial can be used, without additional payment of talent fees, is reduced from the former 26 weeks to 13. For every 13-weeks period beyond the original 13 weeks that such a program or commercial is used, the talent must be paid an amount equal to the original fee.

Suppose a sponsor wants to run a particular commercial for 26 weeks. He pays an original talent fee 100% bigger than he used to pay. At the end of the first 13 weeks he pays the fee again. Such a case represents a 400% increase over the former AFRA contract.

Plainly, the long-time use of any one transcribed commercial will virtually disappear. The new contract will force other economies. One will be a reduction in the number of performers per transcription. Another, which is all too possible, could be a reduction in the number of stations bought by a spot advertiser.

The new contract did not impose any limitation on the period in which library service productions can be used. But the 100% fee increase, by itself, may be enough to unsettle further what has been a somewhat unstable business recently.

Many library services have operated on thin profit margins. Any increase in their basic costs such as the AFRA pay raise is bound to complicate an already difficult situation.

Because AFRA had not had an increase in minimum transcription fees for more than four years, before the agreement of two weeks ago, it was inevitable that some raise would come about. An increase of 100%, however, is out of line with comparable rises in other labor prices in that period.

our respects to:

AUSTIN ALLEN HARRISON

AUSTIN ALLEN HARRISON'S castles in the air are no longer the nebulous dreams he once had, but have taken substance in the antenna and transmitter tower of KSWM Joplin, Mo. Now in his 31st year he has been president for five years of his own company, Air Time Inc.

Mr. Harrison got his start in radio as a transmitter technician in 1938-39. He worked as an engineer in a number of stations including KORN Fremont, KGNF North Platte and KFAB-KFOR Lincoln, Neb., and WMBD Peoria, Ill., and for NBC in Chicago. His ambition was to own his own radio station.

To realize his ambition, Austin Harrison saw that he needed a specialized education and more groundwork in his chosen field. A married man with children and holding a fulltime job, he nevertheless crammed every hour he could with further study. He studied at home.

(Continued on page 58)

Static & Snow

By AWFREY QUINCY

NOW THE Voice of America says that the Russians are using Siberian wolf calls for jamming. Could it be that the Iron Curtain is penetrated by Faye Emerson on TV?

* * *

When Johnny Gillin was alive, he would send his many friends fine Nebraska corn-fed turkeys for Xmas. With the Navy influence now prevailing at WOW, we're speculating this year as to whether it's a sea-gull or an albatross, or, is there such a thing as an amphibious turkey?

* * *

The Bridgeport report indicates that UHF spelled backwards is merely a phonetic beginning of PHOOIE.

* * *

We get a chuckle out of the Canadian bureaucrat who regards our broadcasting as being so obnoxious. The planned economy lads show no remorse over a television-less Dominion which has so much appetite for television that all along its southern fringes thousands of American receivers are getting what service they can from American stations, sometimes hundreds of miles away.

"Would You Repeat That, Please?"

"I said, the Dallas-Fort Worth market shows a tremendous growth since 1940. To be exact, a 50.1* percent gain."

"In only ten years?"

"That's right. And your buying power is astounding. In relation to America's 19 major markets ranging from 500,000 to 1,000,000 in population, the Dallas-Fort Worth area is FIRST in retail sales, $1,464* per capita!"

"Thank you! . . . Well, there it is. We have the facilities, the mass-media for reaching our booming market. You have the product. Put the two together and the result is SALES!"

*Standard Rate & Data—1950-51 Consumer Markets

wfaa-820 NBC, TQN—50,000 watts

wfaa-570 ABC, TQN—5,000 watts

wfaa-tv CHANNEL EIGHT—NBC, ABC and DuMONT

Martin B. Campbell, *General Manager*

Radio and Television Services of THE DALLAS MORNING NEWS

Edward Petry and Company Inc. National Representatives

Strictly Business

(Continued from page 16)

cleaner salesman. Subsequently he held several retail sales managerial jobs, including management of a Firestone Rubber Co. store in Toledo.

In 1935 the Allen Chemical Co. of Toledo decided upon a statewide campaign in Michigan over WXYZ Detroit and the Michigan network on behalf of its drug products. It employed Mr. Beeson to work with station officials on it. Following the campaign, WXYZ offered him a place in its merchandising department, where he set up wholesale and retail distribution for drugs, groceries, and hardware throughout the state.

He was restless, however, and anxious for wider experience in radio. So when WTOL Toledo went on the air early in 1937, he persuaded the manager, Mike Kent, to permit him to create, write and sell programs on a freelance basis.

In 1938 Mr. Kent resigned and Mr. Beeson was appointed to succeed him. Although the station continued to progress under Mr. Beeson's management, his restlessness returned. Finally in 1939 he moved to New York and the offices of Joseph Hershey McGillvra, a pioneer radio station representative operating in Chicago and New York. In 1941 Mr. Beeson joined Headley-Reed as a senior salesman.

Came the war, and from 1943 to 1945, he served with the infantry and combat military police in England and on the continent, returning to Headley-Reed in November 1945. Last February when the firm expanded, its owner, Frank Miller, appointed him vice president to head up the AM division.

Mrs. Beeson is the former Jacquelynn Wake of Toledo. They were married in June 1946, and have a two-year-old daughter, Lydia Anne.

Although one of the original members of the Radio Executives Club of New York, Mr. Beeson doesn't find much time for club life. His hobbies are golf and photography, the latter including operation of a completely equipped dark room in his home at Ardsley, Westchester County, New York.

Radio Faith

Looking ahead, he is convinced that television never will replace radio—not, he says, as long as people continue to enjoy exercising imagination. However, as TV grows up, the emphasis in radio will shift more to good music and news, he believes.

Except for a brief stint of semi-pro football in Toledo, and his Army experience, Mr. Beeson has lived advertising almost from the day he was born. It's in his blood, he feels. "Radio and sales haven't supplanted it," he says. "They've just diverted it." With his father in advertising, he wanted to prove to himself that he could make it on his own—and he did!

The stars of today and tomorrow are

Yours for more Sales

... with the *new era* in

Thesaurus

Swing and Sway with Sammy Kaye

The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal . . . top name artists! You get *comprehensive* programming, promotion, publicity, tie-ins, cross-plugs, sound effects . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

RCA recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

front office

WARREN JENNINGS, Eastern sales manager Crosley Broadcasting Corp., N. Y., to Radio Spot Sales Div., ABC, as account executive. **BERNARD MUSNICK** succeeds him in Crosley post.

Mr. Lyke

ERVIN F. LYKE elected president and general manager WVET Rochester, N. Y. He has been serving as general manager for past six months.

PARKMAN R. FEEZOR appointed station director and commercial manager KWHN Fort Smith, Ark. Was with WCAV Norfolk.

WILLIAM J. BLACK appointed national sales service representative WTOP Inc., Washington.

HOMER GRIFFITH, Western Division station relations manager, Progressive Broadcasting System, with headquarters in Hollywood, named manager Spot Sales Western Division in addition to other position. Prior to joining new network he was commercial manager KAFY Bakersfield, Calif., and for several years before that head of own radio representative firm.

Mr. Griffith

MIKE WATSON, KLAC Hollywood sales staff, resigns to join State Department Information Division, Athens, Greece.

ROBERT L. BROCKMAN to local sales staff ABC Chicago after working as salesman for William G. Rambeau, representative, same city. Was sales manager and station director WIL St. Louis.

O. R. (Jim) BELLAMY to sales staff WKRC-TV Cincinnati. Was general manager WWSO Springfield, Ohio, and WPGH Pittsburgh, and also account executive for Frederic W. Ziv Co.

Mr. Bellamy

JACK JENNINGS, ABC Hollywood audience promotion staff, to Don Lee Hollywood as account executive.

ALFRED N. GREENBERG, faculty member City College of New York, appointed director of sales promotion WSGN Birmingham, Ala.

Personals . . .

CRAIG LAWRENCE, executive vice president Cowles Broadcasting Corp. and general manager WCOP Boston, reappointed director for March of Dimes campaign this year . . . **BILL EBERLE**, sales representive WHIZ Zanesville, Ohio, father of girl . . . **CLIFF WINGROVE**, manager CKTB St. Catherines, to president Advertising and Sales Club of St. Catherines.

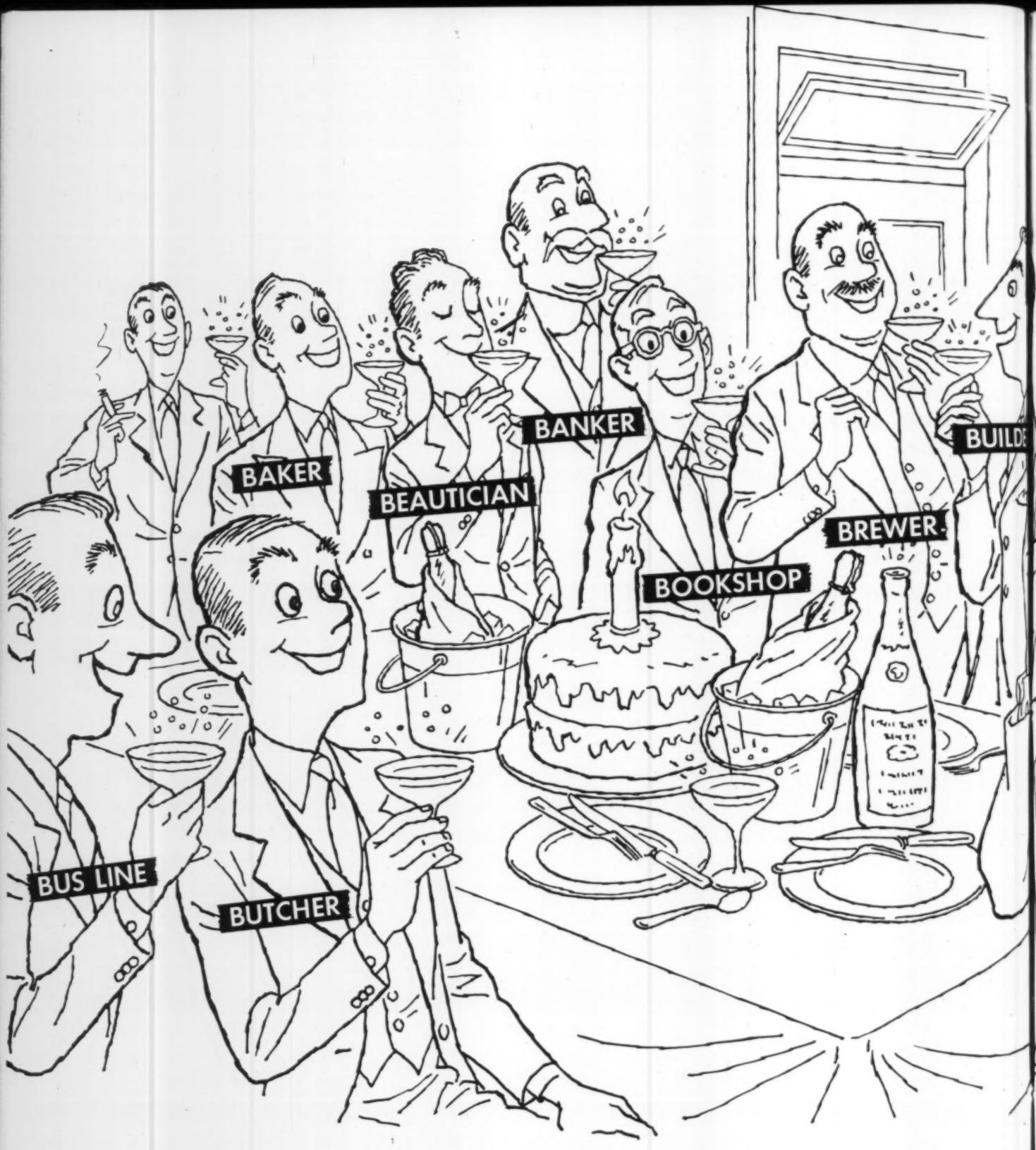
WALLY JORGENSON, local sales manager WBT-AM-FM and WBTV (TV) Charlotte, N. C., father of boy, Peter James. . . . **SENATOR W. RUPERT DAVIES**, president CKWS Kingston, Ont., and publisher *Kingston Whig-Standard*, and Margaret McAdoo, his private secretary, were married Nov. 30. . . . **FRED C. MALTZ**, account executive KFTI Twin Falls, Ida., father of girl. . . . **JUDITH WALLER**, director of public affairs and education NBC, Chicago, attended White House Conference on Children and Youth, Washington, Dec. 3-7.

WHAT'S THE BRAWL ABOUT?
NOT A BRAWL, MY DEAH— AN OCCASION! IT'S THIS NEW ERA'S FIRST BIRTHDAY AND WE'RE HAVING SOMETHING OF A WHOOP-DE-DOO!

Champagne or not, whooping it up with THESAURUS is everyday common sense for saleswise broadcasters, because THESAURUS productions put sponsors in the big time at affordable cost. Not only put 'em there, but hold 'em there—with the showmanship and big names that pile up the listening.

One year ago, THESAURUS promised something new and different in ready-to-air programs. Subscribers tell us the results are even *better* than promised!

The "*new era*" in *Thesaurus* . . . A PROGRAMMING PLEDGE FULFILLED!



A broadcaster's best friend...

Look

at THESAURUS' record! 10 great new shows . . . 25 new top name artists—and all this in one action-packed year.

Yes, THESAURUS productions are complete commercial programming packages, designed with **you** and **your sponsors** in mind . . . written, produced and transcribed by people who know radio and its specific needs. THESAURUS shows are fully scripted. They have the themes, voice-tracks, tie-ins, cross-plugs—everything it takes to win sponsorship and build listenership.

THESAURUS provides you with plenty of selling ammunition too:

SPONSOR-SELLING BROCHURES AND MERCHANDISING PLANS
AUDIENCE-BUILDING PROMOTION KITS
SALES-CLINCHING AUDITION DISCS

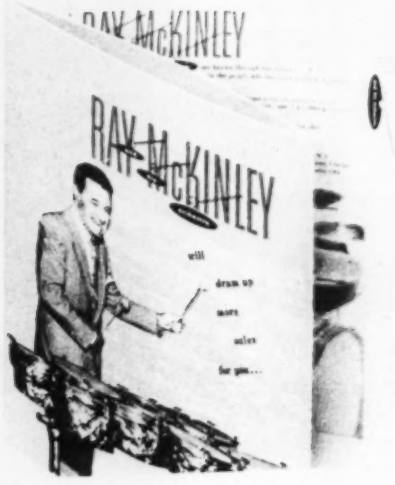
Plus . . .

hit tunes before they're hits
inspiring mood music
special holiday programs
time & weather jingles
commercial jingles
many production "extras"

Thesaurus' "new era" **is one year old!**

XUM

Spread one of these on a prospect's desk ... and you've got another sponsor!



RCA recorded program services

Radio Corporation of America
RCA Victor Division
120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

A broadcaster's best friend... the "new era" in Thesaurus

Wind-Wrought

A NEW city job has been proposed in Passaic, N. J.—that of television antenna inspector. Commissioner Julius J. Cinamon said he thought an inspector of television antenna installations was needed to safeguard the public. He based his premise on the number of antennas which fell in the recent wind storm. The city commission has taken the proposal under advisement.

Feature of Week

(Continued from page 16)

some three years ago was initiated with Mr. Oberlin as the guiding force. He has only one radio show but it has become a breakfast tradition for Kentuckiana listeners. Labeled *Oberlin's Observations*, the 7:30 a.m. program is just that, with the WHAS news director editorializing on local issues. He writes and delivers the show.

Mr. French is the top special events man on the staff. With the station since 1943, he appears on two newscasts and conducts an afternoon man-on-the-street show.

Mr. Clark, newscaster who also doubles as chief announcer, has been in radio 16 years, the last six at WHAS.

Mr. Hackes, a recent addition to the staff, handles 6:30 a.m. and 8:30 a.m. news programs.

Just as WHAS was one of the few stations to have a direct line into Convention Hall, Philadelphia, during the Republican and Democratic conventions in 1948, so too did its TV affiliate score an enviable first with what it claims is the only local newsreel in Louisville.

News Coverage

Of the 10 members now on its combined news staff (seven radio, three TV), one scours local sources for news and another, a fulltime cameraman, covers a beat filming stories for the video newscasts. The AM reporter and cameraman coordinate their work, getting the benefit of each other's findings. A lab technician processes film for showing the same day it is taken. Several photographers on the *Courier Journal* and *Times* also serve as freelance cameramen. TV newscasts are coordinated by Jerry Gammon, formerly in the radio newsroom.

WHAS-TV covered a $60,000 blaze last August from atop the *Courier - Journal* building, with three cameramen at the scene taking film closeups. Another time a news cameraman got 50 feet of film of a "flying saucer." Telenews bought the film.

At the end of each week the best film stories are edited and correlated for a film roundup of local news. The 15-minute show, called *Story of the Week*, is telecast each Sunday at 10 p.m.

MANPOWER ISSUE

Senate Hearings This Week

BLUEPRINT for mobilization of the nation's manpower, with special emphasis on its relation to electronics and other key industries, last week was being studied by government authorities preparatory to an inquiry set by a Senate subcommittee.

Defense agencies have been asked to submit recommendations based on their various needs in the light of the worsening international situation. A Senate Armed Services mobilization subcommittee has slated hearings to start this week, with the goal of making best possible use of manpower for the armed services and to provide for "essential needs" of civilians.

NAB through its district meetings already has evinced concern over threatened manpower restrictions, claiming that the emergency has begun to take its toll of executive and staff personnel [BROADCASTING • TELECASTING, Sept. 25].

Radio - Television Mfrs. Assn., speaking for the manufacturing phase, has advised the National Production Authority that the current lag on issuance of defense orders, coupled with civilian cutbacks of goods, may seriously disrupt employment of technical personnel unless the slack is taken up soon.

Study of All Phases

The subcommittee, headed by Sen. Lyndon Johnson (D-Tex.), is expected to broach all facets of the manpower problem, including use of women in industry jobs. This possibility was mentioned by Charter Heslep, radio - TV director, Atomic Energy Commission, in a speech last week before the Tennessee Broadcasters Assn. (see separate story page 22).

Sen. Johnson has asked for recommendations from the Dept. of Defense, Federal Security Agency, Selective Service and Labor Dept., along with a tentative program "materially revised in the light of events the past 10 days."

Sen. Johnson asserted: "We are at war and we must mobilize militarily and economically as rapidly and efficiently as we can."

The Senate subcommittee, he added, also wants to probe the extent to which the Defense Dept. has progressed in converting funds into actual orders for electronics and other equipment (see separate story). Speedup of the procurement program is indicated, he added.

Whether the draft would be revised upward to strengthen the numerical force of the armed services was not indicated, though President Truman has urged its expansion.

At the same time, Labor Secretary Maurice Tobin last week met with various industry officials to discuss a possible defense-worker training program which would assure enough trained workers for defense production.

FOLLOWING talk at Southern Calif. Broadcasters Assn. luncheon, Carl Tester (l), v.p., gen. mgr., Philip J. Meany Co., Los Angeles agency, answers a few questions for (l to r) John Hansen, ABC Hollywood; Harry Engel, KVEN Ventura, and Peter Lombardo, KOCS Ontario, Calif.

INTRODUCING new Blue Bonnet De Luxe White Margarine with help of stations in State of Washington is Benson Inge of Ted Bates & Co., shown with local lovelies, Bernice Nadeau (l) and Karlyn Abele.

CHATTING before CBS broadcast on topic "Will There Be Enough Food?" are (l to r) Donald Lourie, pres., Quaker Oats Co.; Helen Sioussat, CBS dir. of talks, and Paul Willis, pres., Grocery Mfrs. of America.

WORKING on sales approach for *The Buddy Rogers Show* at WIP Philadelphia are (l to r) Lee Neal, Ben Gimbel Jr., WIP pres. and gen. mgr.; Clyde Spitzner, Buddy Rogers, Gordon Gray, WIP v.p. and dir. of sales; Nat Rudick of Gainsborough Assoc., producer of show; Perry Bascon, Dave Yanow and Jack Dash.

AT Dallas Advertising League luncheon promoting world premier of Warner Bros.' "Dallas" were (l to r) Francis Barr, Interstate Theatres; George Utley, WFAA Dallas; George Bannan, Warner Bros.; Miss Gerry Hill, Interstate; Ira DeJernett, head own Dallas agency; Col. E. L. Priesack, British vice consul; Tom McHale, Ad League pres.; Marshall Cloyd, Ad League second v. p.; Ernest Lovan, Tracy-Locke Co. and Ad League dir.; Harry Owens, Gandy-Owens Agency, Dallas.

XUM

air-casters

MARY MARGARET McBRIDE, ABC personality, voted outstanding woman of year by Associated Press poll and outstanding Scotswoman in America by Saint Andrews Society.

DANA CLARK, promotion manager Masterson, Reddy & Nelson Inc., Hollywood (radio-TV packager), to ABC Hollywood as manager of guest relations for both radio and TV. He replaces **SYD STEVENS,** resigned. Prior to joining package agency, Mr. Clark was assistant to manager at WPOR Portland, Me.

HARRY BABBITT, singer-m.c. KTLA (TV) Los Angeles *Bandstand Revue* and *Hollywood Opportunity,* signed to exclusive TV contract by **KLAUS LANDSBERG,** vice president, Paramount Television Productions and manager KTLA.

FRED GADETTE, freelancer, to KPIX (TV) San Francisco production staff.

DOROTHY HOOKER, KGO-TV San Francisco production staff, announces engagement to **ALDEN (Bill) NYE,** McCann-Erickson, S. F.

BILL HOLLENBECK, KGO-TV San Francisco producer-director in charge of remote telecasts, father of girl, Sherry.

PETE ALLEN, KSUB Cedar City, Utah, to WCKY Cincinnati as announcer-disc jockey. **FRANK TAYLOR,** WFTM Maysville, Ky., to handle WCKY early morning show. **NORMA SCHRICHTE,** continuity writer, and Gayle Shearer announce marriage.

CHARLEY BRIGHT, disc jockey WOL Washington, father of boy, Charles A. 3rd.

FRAYNE W. JOHNSON, WTSA Battleboro, Vt., to announcing staff WSPB Sarasota, Fla.

DICK TRUE, floor director and assistant producer KSTP-TV Minneapolis, to Army. **TRACY LOUNSBURY,** Twin City Television School, to KSTP-TV production staff.

ANN DUDLEY, secretary for press information and public service KCBS San Francisco, and **CLINTON JONES,** account executive KROW Oakland, announce marriage.

EUGENE H. KING, program manager WCOP Boston, elected president of Ohio State U. Alumni of New England.

PEGGY PATTERSON, continuity writer WNOR Norfolk, appointed traffic director. **PHIL WILSON,** announcer WDYK Cumberland, Md., to write and announce new WNOR show. **ELSIE S. MOODY,** continuity writer WRVA Richmond, to WNOR.

KAY WILKINS, women's program director KFAB Omaha, to Perfex Mfg. Co., Shenandoah, Iowa, assisting home service department director.

CLIFF ROBERTS, chief announcer WHA Madison, Wis., to WDSU New Orleans announcing staff.

KURT WEBSTER, disc jockey WBT Charlotte, N. C., father of boy, Larry Kyle Patrick.

VIRGIL STONE to announcing and sports staff KFTS Texarkana, replacing **DAVE CHAPMAN,** resigned. Was with KENT Shreveport and KCMC Texarkana.

PETER HANLEY, RCA Victor recording artist, becomes permanent member of *Whirligig Show* on WPTZ (TV) Philadelphia. He replaces **CHARLIE DOBSON,** who has gone into military service.

POLLY JENKINS, veteran entertainer, to WQAM Miami, Fla. Was with *WLS National Barn Dance.*

WALTER CONWAY, KCBS San Francisco director of sales promotion, resigns. No successor named.

NORMAN GINSBURG, promotion department MBS, to advertising and sales promotion department DuMont TV Network.

JAMES BROKAW, staff announcer WCOP Boston, and Lilian Lee Brown were married Dec. 2.

HILLARD EDELL, producer-announcer WNYC New York, father of boy, Lawrence Edward.

JAYNE BURNS, Ransohoffs, S. F. (importer of women's apparel), to KPIX (TV) San Francisco promotion department.

ILVA FDELEN, continuity editor WBBZ Ponca City, Okla., to KRMG Tulsa as continuity writer. **BOB ANTHONY** to announcing staff. He has been with various stations in Missouri and Illinois.

BOB COVINGTON, promotion manager WBT-AM-FM and WBTV (TV) Charlotte, N. C., and Patricia Cansler were married Dec. 1.

WILLIAM NESBIT, WERE Cleveland, to announcing staff KDKA Pittsburgh, replacing **BOB WHITE,** who takes announcing post at WWJ Detroit.

TOM CLARK, staff announcer WTNS Coshocton, Ohio, to WHIZ Zanesville, Ohio, in same capacity.

FRED OGINZ, WMAS Springfield, Mass., to WSVS-AM-FM Crewe, Va., in continuity department. **GEORGE PHILLIPS,** staff announcer, appointed musical director.

HAROLD JACKSON, disc jockey, to WOL Washington.

NAT LINDEN, radio-TV writer, to Progressive Broadcasting System as chief of production.

JOHN LESLIE, news director WDGY Minneapolis, appointed program director. **GERALD S. COHEN** appointed promotion manager.

ROBERT J. WADE, manager, NBC-TV staging services division, is author of article on "Television Backgrounds" that is only piece on TV included in *Theatre Artsanthology,* compilation of top articles published in theatre arts magazine during its 26 years. Mr. Wade wrote his essay in 1944.

VIC RUGH, KFBI Wichita, Kan., appointed sports director.

SAM SCOTT, student Columbia Institute, Phila., to announcing staff WDOV Dover, Del. Was with announcing staff WIBG Philadelphia.

ROLLO HUNTER, assistant program director ABC Hollywood, appointed broadcasting chairman Arthritis and Rheumatism Foundation starting December drive for funds in Southern California.

BILL BURCH, producer, CBS *Gene Autry Show* father of boy, Charles William.

News . . .

JIM McGOWERN, news writer WI Minneapolis, appointed news chief.

TUBBY WALTHALL, sports dir WSVS-AM-FM Crewe, Va., returns duties after two-week illness follow operation.

NAT ASCH, WMGM New York sp staff, father of boy, Mathias Bara

BRIAN SWARBRICK and **GORD McCLAIN,** news editors CBL Toro to Canadian Army United Nat force, Mr. Swarbrick as a serge and Mr. McClain as captain sig master in Army communication ce at Toronto. Both are former C adian Press members.

FRENCH MUSIC
Tariff Request Withdra

THE FEDERATION of Auth in Canada, representing the Fre music society, SACEM, has wi drawn its request for a separ tariff on its music played in Ca ada [BROADCASTING • TELECASTI Nov. 27].

The federation had filed a tar with the Canadian Copyright A peal Board, Ottawa, for a separ tariff from that of the Composer Authors and Publishers Assn. Canada (CAPAC), the equival in Canada of ASCAP, with wh the French society was affiliat The separate tariff asked for of the CAPAC tariff, which r quested $304,824 for its mu broadcast rights in 1951.

Withdrawal of the request of French group was by letter to Canadian Copyright Appeal Boa While no official reasons are giv various industry officials felt was in part due to the fact th Canadian broadcasters, and esp cially the French-language broa casters, had intimated they mig try to do without the French cat logue if a separate fee we charged. It is felt in the Canadia broadcasting industry that a tempts by other national music so cieties may be made in the futur

Poole Sells KSMA

PRICED at $27,500, KSMA Santa Maria, Calif., has been sold by John H. Poole to James Hagerman, managing editor, *Santa Maria Times,* and John I. Groom, assistant station manager. Sale is subject to FCC approval. KSMA, operating with 250 w fulltime on 1240 kc, is a Liberty Broadcasting System affiliate. Mr. Poole also owns KALI Pasadena and operates KM2XAZ Long Beach, experimental TV station on ultra high frequency.

WOMEN'S ADVERTISING Club of Canada recently conducted survey in Canada's Atlantic coast provinces to ask housewives what they disliked about radio. Over 1,000 women were questioned, and singing commercials were listed as most disliked item on radio program fare.

Here's Maximum VERSATILITY!

This 212A speech input console is an operator's dream. Facilities are provided for auditioning or rehearsing or cueing, and broadcasting simultaneously from any combination of two studios, an announce booth, a control room microphone, two turntables, and any two of nine remote lines.

Two program amplifiers are included, making it possible to feed two independent programs at once or, by operating the line reversal switch, providing an emergency amplifier for normal use.

Write, wire or telephone your nearest Collins representative for complete information about the 212A or any other type of speech equipment in the broad Collins line.

COLLINS RADIO COMPANY
Cedar Rapids, Iowa

COLLINS

11 W. 42nd St. NEW YORK 18 | 2700 W. Olive Ave. BURBANK | 1330 N. Industrial Blvd. DALLAS 2 | Dogwood Road, Fountain City KNOXVILLE | 417 Rosalyn Ave. DAYTONA BEACH

RAILROADS AND THE DEFENSE OF THE NATION

THE FORWARD EDGE of American Defense is the combat force on land and sea, and in the air.

Back of that force are the organized military services which provide arms, munitions and supplies to the fighting men.

Back of these services stands the productive power of the most richly productive economy the world has ever seen.

Basic in that economy is the American railroad, standing ready to move anything, in any quantity, for anybody, in any season of the year, in any part of the continent — and to do it with unequalled economy in manpower, fuel and materials, and money.

ASSOCIATION OF AMERICAN RAILROADS
Washington, D. C.

Advertisement

From where I sit
by Joe Marsh

Sure You Haven't A "Blind Spot"?

As I was driving down Main Street last Saturday afternoon, another car pulled out right in front of me. It turned out to be Buck Blake. He wasn't going fast. It was just that he had something or someone else on his mind at that particular moment.

Buck's really one of the nicest fellows I've ever known. But, sometimes he gets to day-dreaming on the road. He sort of gets a "blind spot" to what's going on about him!

Now, lots of normally considerate folks have their "blind spots." It could be anything from day-dreaming while driving a car to humming out loud at the movies.

From where I sit, it's mighty important to be on guard against your own "blind spots." The other fellow has a right to his "share of the road," too—whether it's having a taste for a temperate glass of sparkling beer or a desire to listen to some classical music if he wants to.

Joe Marsh

Copyright, 1950, United States Brewers Foundation

Respects

(Continued from page 48)

taking extension courses from various universities, later enrolling in the U. of Nebraska while working at radio stations in Lincoln.

Young Harrison did not obtain a degree, but he did earn recognition as a competent engineer. During the early part of World War II he taught as an instructor at the Illinois Institute of Technology, and later he assisted in specialized radar work for the armed services at the Radiation Lab of Massachusetts Institute of Technology.

With the cessation of hostilities and the lifting of the FCC freeze on applications, Austin Harrison and his wife liquidated everything they had, car, house equity, furniture—everything but the clothes on their backs and their dreams—and in October of 1945 filed their application for a new station at Joplin, Mo.

In February 1946 a construction permit was granted and building began immediately on the station. In July of 1946 KSWM took the air bringing competitive radio to the Joplin district for the first time. "I thought," said Mr. Harrison, "that I had experienced some pretty tough times; the next couple of years were really the toughest."

Cites Support

In spite of mistakes the station has flourished and "with the help of the great people of Joplin," Mr. Harrison says, "I have been able to provide a better and better service. We will never forget the wonderful few who encouraged us by placing advertising with us right from the start and stayed with us." And most particularly, he cites a Joplin baker who is always the first to jump to the support of a new endeavor and do many times his share.

One of the station's most successful campaigns was conducted a few month's ago, according to Mr. Harrison, when a local clothing manufacturer, who had built up quite a large national distribution for his product but was lacking in prestige in his own district, decided to advertise. An analysis of the problem brought forth the idea of selling the town first on what the manufacturer contributed to the welfare of his own community in number of people employed, etc.

The entire story was made up in small parts and then worked into several special production announcements, with sound effects of a very effective nature. The whole campaign was then worked out on a blanket spot announcement basis. In a few weeks everyone in the area was talking about the manufacturer, knew all about the product and was asking for it in the local stores. The job was a complete success and KSWM expects the firm to be a year-round advertiser, Mr. Harrison said.

Too much the idealist and not commercially minded enough at first, Austin Harrison says: "I have learned beyond a shadow of a doubt that as a radio station operator you can be appreciated and respected for doing community service, etc., but you still must prove in dollars and cents that you can really help sell merchandise and be effective as a selling instrument in order to have the genuine respect and admiration of your fellow townsmen."

The station which promotes and stimulates the sale of goods and services is contributing to the healthy life and well-being of the community, Mr. Harrison avers. When a station is able to do this and also provide entertainment, news and education, that is the "end result of my interest in radio," he says.

A Civic Leader

Mr. Harrison has taken a leading role in the civic affairs of Joplin. He is president of the Joplin Lions Club, president of the Salvation Army Advisory Board and has been elected member of the six-member Board of Education. He is also a member of the board of trustees of the Freeman Hospital. He is interested in public affairs and special service broadcasts and covers public events all over Missouri and often in various other parts of the United States.

Austin Allen Harrison was born in Carthage, Mo., Aug. 14, 1919, and was reared and educated in that town, which no doubt accounts for establishing his business in that state. The Harrisons have six children, ranging in age from 2 years to 11. Home movies (he has plenty of subject material), swimming and reading historical literature constitute Mr. Harrison's hobbies.

CKCW AIDS FUND

Some 125 Orphans Benefit

COMMERCIAL radio's selling power was called upon by the Naval radio station at Moncton, N. B., to put over a fund raising campaign for benefit of local orphanages, Lt. M. O. Jones, RCN, commanding officers of the station, reports.

When CKCW Moncton was approached with a plea for publicity to help sell at least 1,000 apple pies at 40¢ each to raise funds to provide a Christmas party for local orphaned children, Lt. Jones says the result was overwhelming.

"For two days preceding the sale the air was filled with 'plugs' and announcements regarding the sale . . . when the great day came few people in Moncton were not aware of the occasion which the radio had 'dubbed' Apple Pie Day," Lt. Jones reports. As a result of the promotion, two hours after the pies were on sale, every one baked—a total of 1,104—was sold, with the demand unrelenting during the rest of the day. Result was the enriching of the fund by $400—enough for 125 orphans to know a happier Christmas, the Canadian officer notes.

THIS IS OUR TWENTIETH ANNIVERSARY.

This cake, symbolizing our twenty years of progress and service, results from a careful adherence to a time-tested recipe. In a like manner, our success as a radio station is the result of combining the proper ingredients in our operating philosophy.

We have always believed that in this democratic world, free speech is a most cherished right. We have always kept our mike a free-speech mike.

We believe that our programming must be in the public interest. And this has won for us many coveted awards. The significance of these awards reflects not only the merit of our programs, but our constant long-range planning in your interest.

We believe that the years ahead are filled with opportunity. If we did not believe this, we would not believe in America . . . because, in America, there is no limit to accomplishment.

So . . . we're starting our twenty-first year . . . eager and confident . . . a part of America's greatest advertising medium . . . and still "In Service of Home and Nation".

Cleveland's Friendly Station **WGAR**

REPRESENTED NATIONALLY BY EDWARD PETRY & COMPANY

Stars Shine So Brightly . . .

IN WFBL's PROMOTION DRIVE FOR THE SPONSORS' PRODUCTS

GROCERS like this one pitch in to put over WFBL's "star" project. Picture of Arthur Godfrey tops a display of various products the CBS radio personality advertises on his programs. Displays such as these appear in 55 different supermarkets in the city.

THE STARS shine brightly in WFBL Syracuse, N. Y.'s celestial promotion that promises to put radio and its rated personalities up front in the station's coverage area.

WFBL's "star" project, developed and perfected by Robert G. Soule, the station's vice president, is built around the point-of-sale display which features a photograph of a WFBL-CBS radio personality. Attached is a promotion of a product with the legend, "We recommend WFBL advertised products." A star shines out with: "Today's WFBL special."

This three-way promotion, set up in local supermarket food store windows and rotated to permit each store to show every picture used, has the objectives of stimulating listener interest, catching attention of grocery store sales representatives and ultimately increasing direct sales of products advertised over the station.

A total of 65 pictures are used to service 55 supermarkets which are cooperating. The latter are selected for willingness to participate and for their location—to assure coverage of all parts of the city and suburbs. Total estimated annual sales volume of the markets is more than $20½ million, or 38% of total food sales in the area.

Listener interest is boosted by a series of 11 contests, one held each week. Starting Oct. 23, announcements, each mentioning one of the stores, were put on the air. They are broadcast Monday through Saturday at 7:15 a.m. and Monday through Friday at 5 p.m. Kicking off with a few bars of "East Side, West Side" the announcements tell listeners that "all around town" their favorite radio stars' pictures can be seen in 55 leading supermarkets.

First person to name the picture shown in any one of the five stores announced is awarded an assortment of WFBL advertised products. To put the edge on competition, each store is urged to present the best display, with a prize going to the store owner or manager including the most appealing tie-ins. Advance notice is given the local sales representative of the product in order that he may help out with the merchandising.

According to WFBL, the advertisers' sales forces have hopped enthusiastically into the project. Comments range from "something new and different" to "one of the most tangible pieces of advertising cooperation" and "outstanding and unusual merchandising." WFBL feels it has hit upon something in its star-studded promotion.

Dovetailing into this successful merchandising is another promotion and public service project develope by WFBL. Again the keynote is the radio star. It is used to he organizations raise funds for d

(Continued on page 66)

* * *

FORTUNE spinner is this WFBL-CB "Wheel of Stars." While promoting products advertised on the station, the booth also is responsible for collection of funds for needy organizations in the community.

ONE of WFBL's merchandising exhibits is explained by Vice President Robert Soule (pointing) to (l to r): Richard Grahl, William Esty Co. advertising agency; C. O. Victor, Lever Brothers; John M. Murphy, C. F. Mueller Co.; Thomas W. McDermott, N. W. Ayer & Son, and Jones Scovern, Free Peters, station representative. WFBL displayed its exhibits for advertisers and agencies during a two-day showing last month at the Park Lane Hotel, New York.

Another Masterpiece of Truscon Engineering Skill

TRUSCON "G-W" UNIFORM CROSS-SECTION GUYED RADIO TOWER

HERE again is another example of Truscon leadership in antenna design—another example of skill gained by nearly a half-century of experience in the fabrication of structural steel products.

Truscon Type "G-W" Radio Towers are of particular interest to the buyer who is desirous of obtaining the utmost in antenna quality and strength at a cost representing only a nominal premium above the cost of secondary types of construction. These guyed towers are available in shop-welded unit lengths for tower heights up to 528 feet, and include these features:

TRIANGULAR—because this design resists distortion with greater efficiency than any other form and is so recognized by the engineering profession.

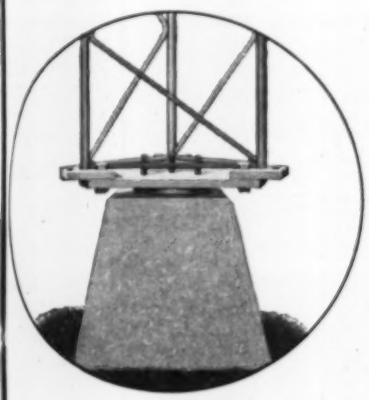
UNIFORM IN CROSS SECTION — because radio engineers proclaim this feature a distinct asset in broadcasting.

STRONG — because these towers and all component parts are designed to resist a minimum wind load of 30 pounds per square foot which is accepted as a design adequate for most geographical areas not subject to frequent cyclone visitation.

The Type "G-W" guyed tower can be adapted to a number of services. When base and guy insulated, it is an ideal antenna tower. It can also simultaneously support one or more cables or co-axial transmission lines having 3⅛" aggregate diameter and one or more whip-type UHF antennas or a side-mounted FM antenna, with some applications requiring nominal height reduction.

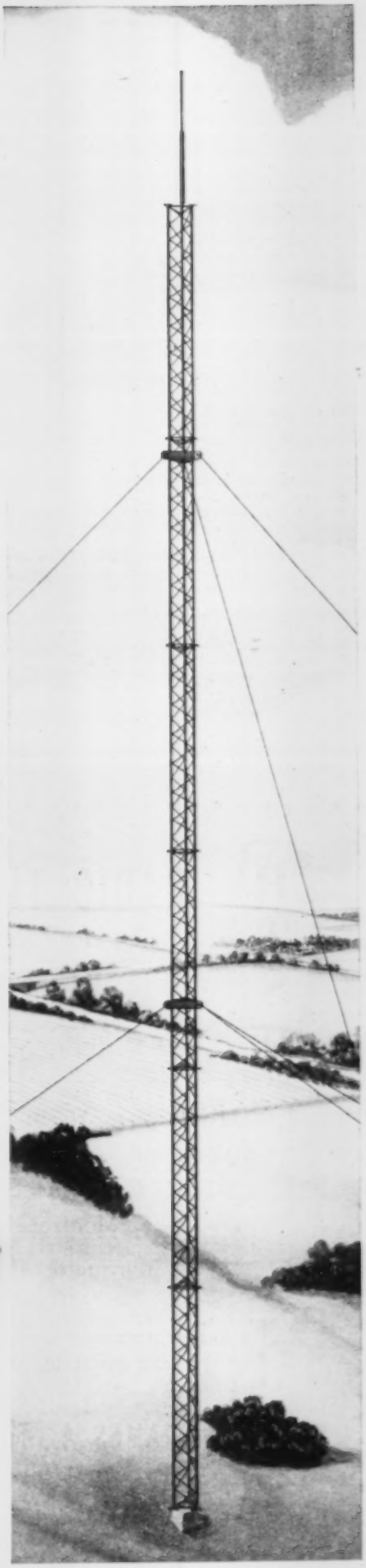
Although the Type "G-W" tower is rated to resist 30 pound per square foot minimum wind pressure, under certain conditions, such as an AM radiator not supporting superstructure for other services, it may be capable of safely resisting 40 or more pounds per square foot of wind pressure.

When non-insulated, the Type "G-W" tower is suitable for a number of services, such as an FM or UHF Antenna Support for Railroads; Public Utilities; Industry; Municipal, County, and State Police; and Communications Networks.



Typical central pier arrangement for non-insulated tower. Other arrangements are possible to meet specific conditions.

Base insulated central pier showing "Mast-Base" or "Pivot" type base insulator with Spark-Lap.



FREE CATALOG

Write for illustrated literature giving complete description, mechanical details, installation photos, and other important information on the new Truscon "G-W" Guyed Radio Towers.

TRUSCON
SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED **TOWERS**
TRUSCON COPPER MESH GROUND SCREEN

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

allied arts

WILLIAM T. STUBBLEFIELD, transcription division Capitol Records Inc., appointed account executive in station relations department Associated Program Service, N. Y. Formerly was general manager KBKI Alice and KCLW Hamilton, Tex.

STERLING FILMS Inc., N. Y., and **Sterling Television Co. Inc.,** N. Y., appoint Gross-Evans Assoc. Inc., N. Y., as advertising, publicity and public relations agency.

BILL RICHMAN, independent radio-TV producer, to Music Corp. of America, N. Y., in charge of daytime television activities.

MILDRED FENTON, radio producer and head of Mildred Fenton Productions Inc., N. Y., and **William E. Goetze,** partner in Elliott, Goetze & Boone Adv., S. F., were to be married yesterday (Sunday).

PHILIP KORNBLUM, RKO Radio Pictures, appointed chief accountant Jerry Fairbanks Inc., N. Y.

SESAC Inc., N. Y., has prepared special Christmas programs and new Christmas records for its subscribers including a 15-minute production, *Star of Bethlehem;* children's program, *Mister Muggins Rabbit;* recordings by Calder Choir, Crusaders Quartet, Choir Girl Trio and Trinity Choir of St. Paul's Chapel, N. Y.

MARILYN T. COSTELLO, service supervisor RCA's Thesaurus, N. Y., and **HENRY A. GILLESPIE,** Southeastern sales representative for RCA Recorded Program Services, married Nov. 26.

ROBERT NELSON, KGO San Francisco, to KRON-TV San Francisco as transmitter engineer.

SAMUEL ELFERT, program director WLIB New York, appointed head of newly-formed radio and TV department Israel Office of Information, N. Y.

JON KLEMEK, independent TV producer and director, to JCK Television Productions, N. Y., as executive director of program department. **STAN TIEN,** JCK sales promotion manager, given added assignment of general press representative.

DAWSON & JACKSON, radio and TV program packager and consultant opens new offices in Suit E 517 at 612 N. Michigan Ave., Chicago, telephone Michigan 2-5231. Partners are **STUART V. DAWSON** and **LOWELL E. JACKSON.** Other personnel: Script supervisor, **HERBERT FUTRAN;** musical director, **WILLIAM WALKER;** set designer and construction chief, **KEN OLSON,** and head of staging and direction, **DAVID DURTSON.**

Technical . . .

GORDON LARSON appointed chief studio engineer for The Viking Network, Portland, Ore.

STAFFORD E. DAVIS appointed chief engineer KFTV Paris, Tex.

THOMAS McFADDIN appointed chief engineer KTFS Texarkana, Tex., replacing **ORVILLE JOHNSON,** resigned.

JACK BARKLEY, operator CBL Toronto, on active service with United Nations force of Canadian Army. He is veteran of World War II and has been with CBC since 1942.

GEORGE SIMPSON, KNBC San Francisco, to KRON-TV San Francisco as studio cameraman.

Equipment . . .

FRED A. LYMAN, assistant national sales manager, Allen B. DuMont Labs, appointed director of sales training for receiver sales division.

H. ALLEN WHITE, Geophysical Instrument Development Labs, Magnolia Petroleum Co., Dallas, appointed sales service engineer for Radio Tube Div., Sylvania Electric Products, N. Y.

WARREN FREUBEL, purchasing agent for Majestic Radio & Television, division of Wilcox-Gay Corp., Brooklyn, N. Y., appointed purchasing director of organization. **CALVIN L. FOX,** N. Y. publicist, appointed public relations consultant to Majestic Radio & Television Co.

POLARAD ELECTRONICS Corp., Brooklyn, N. Y., announces new regulated power supply model PT-112. Unit is designed to provide high current drain at precisely regulated voltages to meet need of TV industry.

HEWLETT-PACKARD Co., Palo Alto, Calif., announces new signal generator model 618-A for microwave or super high frequencies.

INDUSTRIAL DEVICES Inc., Edgewater, N. J. (electrical testing devices), announces new testing device No. 400-PT that allows voltage measurement to be made across load without usual "breaking in" on line.

TECHNICAL APPLIANCE Corp., Sherburn, N. Y. (AM-FM-TV antenna systems), announces guy anchor No. 867 that allows free rotation of mast after guy wires are attached. It is made of heavy guage steel and provides strength necessary for high installation.

ALTEC LANSING Corp., N. Y., awarded "Electrical Manufacturing" product design award for 1950 for new miniature condenser microphone.

RADCLIFFE L. ROMEYN, vice president of sales Philco International Corp., appointed vice president and executive assistant to president.

SIMPSON ELECTRIC Co., Chicago, issuing small illustrated folders on six of its instruments. Folders may be had by writing company at 5200 W. Kinzie St., Chicago 44, Ill. Attention, Mel Buehring, sales manager.

PAUL WICKMAN, accounting and sales sections, Electronic Dept. General Electric, appointed district representative GE's Tube Div., with headquarters in Boston.

CIVIL defense-conscious Seattleites may secure three-page list of instructions on what to do in event of atomic air attack, by writing *Housewives' Protective League,* KIRO Seattle.

RTS

RADIO TIME SALES

(QUEBEC) LIMITED

RADIO STATION REPRESENTATIVES

Take pleasure in announcing the opening of new offices at 1231 St. Catherine Street, West Montreal

Marquette 4864

Complete services for the radio advertiser and advertising agency

JAMES A. TAPP

President

Local and national representatives for CJAD, Montreal.

Open Mike

(Continued from page 14)

sented in each week's issue of BROADCASTING • TELECASTING . . . help us to sell new accounts. We find these stories, when used on "Radio Is Ready to Build for You Too" pitch, very impressive. . . .

Lloyd D. Loers
Local Sales Manager
WTAD-AM-FM Quincy, Ill.

* * *

'An Old Friend'

EDITOR:

A bouquet of roses to you for . . . sending me a duplicate copy of the BROADCASTING • TELECASTING Yearbook.

To have been without one, even for a matter of days, was much like having been deprived of my arms and legs. The BROADCASTING • TELECASTING Yearbook is much like an old friend whose true value is unappreciated until one is shorn of his presence. Again with appreciation.

Frank Wilbur
Station Manager
KAFY Bakersfield, Calif.

* * *

More on 'Shortage'

EDITOR:

In regard to statement in Open MIKE of Nov. 6, concerning the shortage of operators with first class tickets—May I say "no wonder."

In classified ads of Nov. 13, all one prospective employer wants is a chief engineer who will take an announcing shift, and who must necessarily have a car. All this, and if you break it down to a 40-hour week (which someone's told me, is recognized as the standard work week in the U.S.A.) it amounts to $1.13 per hour. Remarkable!!? . . .

D. W. Siegel
Stonington, Conn.

P.S. Yes, I have a first class ticket and as they used to tell me in the Army, it's no crime to gripe.

WIBG Elections

ELECTIONS to determine the bargaining representatives for certain employes at WIBG-AM-FM Philadelphia have been ordered by the National Labor Relations Board. Due to a typographical error appearing in the original order released by NLRB BROADCASTING • TELECASTING Dec. 4 incorrectly identified the station as WBIG-AM-FM, which is located in Greensboro, N. C. Latter station, not connected with the Philadelphia operation, reports no labor disputes, noting a reference in the same story to WFMY-FM-TV Greensboro, N. C., which also was directed to hold elections.

Not actually, of course.. but the gains in official population registered by the 1950 Census in the BMB areas of Westinghouse stations *exceed* the present population of the city of Los Angeles!

Healthy increases were noted in *all* Westinghouse territories.. in New England, in the Middle Atlantic, in the Pittsburgh market-area, in the Midwest, and in the Pacific Northwest. Here's the score, station by station and territory by territory.

But it isn't numbers alone that make these stations such a good buy. It's listener-loyalty, nurtured by good local programming and augmented by popular network shows. If you're looking for consistent, dependable sales support in the areas listed here, put Westinghouse stations at the top of your list. Free & Peters has details.

	Population in BMB Counties		
	1940	1950	Increase
WBZ Boston (with WBZA Springfield)	5,717,110	6,254,693	537,583
KYW Philadelphia	5,776,572	6,295,308	518,736
KDKA Pittsburgh	7,145,584	7,442,223	296,639
WOWO Fort Wayne	1,723,055	1,918,324	195,269
KEX Portland	1,215,895	1,699,200	483,305
TOTAL	21,578,216	23,609,748	2,031,532

WESTINGHOUSE RADIO STATIONS Inc
KDKA · KYW · KEX · WBZ · WBZA · WOWO · WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV, for WBZ-TV, NBC Spot Sales

DEVELOP ALLOYS

To Meet Shortage—Nisbet

AMERICAN industry will be better able to meet critical metal shortages in future emergencies than it was during World War II through development of certain alloys, a General Electric Corp. official told a joint meeting of the American Institute of Electrical Engineers and Berkshire Society of Metals last week.

James D. Nisbet, head of the Metallurgical Materials and Process Division of the General Electric Research Labs, Schenectady, N. Y., stated that "we should be able to alter the composition of alloys in such a way that strategic materials are, in a large degree, eliminated." Titanium alloys may replace steel in many applications because of certain advantages, Mr. Nisbet said. Though production of the metal is now limited, improved processes for obtaining it have recently been developed, he added.

KMNS Sale

JOHN R. RIDER and Morden R. Buck have purchased KMNS San Luis Obispo, Calif., from Marc H. Spinelli for $21,500 subject to FCC sanction. Deal also includes accounts receivable and cash on hand. KMNS operates with 250 w fulltime on 1340 kc. Sale was negotiated by Blackburn-Hamilton Co., radio station and newspaper brokers.

Time Buyers, NOTE!

NO TV

Stations within

60 miles of

YOUNGSTOWN, O.

Ohio's 3rd

Largest Trade Area

Buy

WFMJ

The Only ABC

Station Serving

This Market

5000

All programs duplicated on

WFMJ-FM

50,000 Watts on 105.1 Meg.

WATTS

CALL

Headley-Reed Co.,

National Representatives

Milestones

A DECADE in radio was observed last Friday by Anne D. Minahan, "Lady of Fantasy" for WLAW Lawrence, Mass. Surrounded by 13 boys and girls, she conducts *Story Telling Time*, produced in cooperation with the Lawrence public library and originating in that institution each Saturday morning.

► Ralph Mathewson, engineer; Frances McLaughlin, secretary, and E. B. Rideout, announcer, recently celebrated their 25th year with WEEI Boston. Mr. Mathewson threw the switch that put WEEI on the air in 1924.

► WSAZ Huntington, W. Va., celebrated its 27th anniversary of broadcasting recently.

► Mary Lee Taylor, NBC personality, celebrated her 17th anniversary on the air Nov. 4.

► CKVL Verdun, Que., marked its fourth year of broadcasting Nov. 10.

► Bishop Duane G. Hunt has begun his 24th year on KSL Salt Lake City, on *The Catholic Point of View*, a new series.

► Don Wattrick, WXYZ Detroit, sports director, was presented a new car by Chevrolet dealers of Detroit commemorating his second year of covering sports events for them.

► Lyn Murray, musical director CBS *Hallmark Playhouse*, celebrated his 25th year in radio.

► WSTV-AM-FM Steubenville, Ohio, celebrated 10th year of broadcasting Nov. 4.

► Weekly audience participation show *Coffey Call* on WHAS Louisville celebrated its second anniversary Nov. 3.

► Tom Chase, announcer WOW Omaha starting his 21st year of broadcasting for the station.

► Powers Gouraud, WCAU Philadelphia *Old Night Owl*, celebrated 20th year with the station.

► Barbara Steiner, WBUD Trenton, N. J., celebrated her 20th year in radio.

► *Ten O'Clock News*, weekly news show sponsored by Meyer's Bakery, Little Rock, Ark., and heard over KARK, is starting its 11th year under the same sponsor.

► Marion Sheppard, head of music clearance at CBS-WBBM Chicago, begins her 19th year with the station. She is the senior woman employe.

► Jerry Ellis, manager of Chicago office of Columbia Transcriptions, began his 24th year in radio Nov. 11.

►KLAC-TV Hollywood's *Cliffie Stone's Home Town Jamboree* this month celebrates its first year on the air. Gold's Department Store, Los Angeles, sponsors the program.

►Jean Yarborough, director of the ABC-TV *Beulah* series, last month celebrated 24 years in show business.

PHILADELPHIA Club of Advertising Women will sponsor free introductory course for young women considering careers in field of advertising, in 17-week lecture course to begin Jan. 8. Will be open to high school graduates.

NAME HULLINGER

To New ABC West Coast Post

NED HULLINGER, director of publicity, ABC Western Division, last week was named manager of station relations for the network's Western Division, effective immediately. He replaces Francis Conrad, who was recently named director of ABC Western Division and manager of the network's Los Angeles affiliate, KECA.

With ABC for the past five years Mr. Hullinger started as publicity writer from where he advanced successively to assistant promotion manager, and publicity and audience promotion manager before reaching his most recent post.

IRVIN WAGNER

Advertising Consultant Dies

FUNERAL services were conducted Thursday in Chicago for Irvin J. Wagner, 51, advertising consultant and former vice president of Olian Advertising Co., same city. Mr. Wagner died Dec. 3 as the result of a heart attack suffered in Los Angeles while on a business trip. He had been ill several years.

Mr. Wagner

For the past year, Mr. Wagner operated his own business as an advertising consultant in Chicago specializing in radio and television. From 1944 until 1949 he was an Olian vice president, working mainly in radio although he had general executive duties. He also established himself as a successful commercial copywriter, authoring many jingles. His most recent jingle was for Pabst Blue Ribbon beer, one of the main accounts on which he worked as consultant. Friends in the industry are sending checks to the Chicago Radio Management Club, in care of President Arthur Harre, manager of WJJD Chicago, for the establishment of a memorial fund.

Surviving are his widow, Belle, and a son, Kurt.

The $-$-$ points to Broken Bow

5th in Nation in Corn Acreage — 12th in Nation in Cattle

"KITCHEN KATE" speaks the language of Central Nebraska's housewives. Her solid market can be

YOUR MARKET

from

9:00 A.M.—9:30 A.M.—Monday through Saturday

KITCHEN KATE listeners are from the fabulous Farm and Ranch area, served *only* by

250 Watts—KCNI Broken Bow, Nebraska—1490 Kilocycles

KEEPING CENTRAL NEBRASKA INFORMED

NEWS AND VIEWS OF COAL

A MONTHLY REPORT TO EDITORS

PUBLIC UTILITIES TAKING MORE COAL.

The latest official figures from Government sources reveal a marked increase in recent months in the consumption of bituminous coal by the electric power companies. This upward curve in coal is not matched by either natural gas or oil. It is clear that coal is getting a bigger share of the utilities' total fuel purchases. In September, 1950, the last month for which figures are available, the utilities' use of coal was 7,456,000 tons. This was a 17.6% increase over September, 1949.

UTILIZING COAL'S ENERGY—WITHOUT MINING.

A United States Bureau of Mines official has announced that the ability to put unmined coal to work has been effectively demonstrated. In Gorgas, Alabama, coal has been gasified by controlled burning underground. The gases produced were piped to the surface at 1200° F., with enough power to operate an electricity-producing gas turbine. Someday, coal that's impractical to mine may become an important source of power.

ANOTHER HISTORY-MAKING SAFETY RECORD!

The latest figures from the Bureau of Mines reveal further marked progress in the drive of the bituminous coal industry to reduce accidents. Fatal accidents are down 13%, and the over-all safety record for the first nine months of the year tops last year's record by 3%, a record which was the best in history.

COMPETITION—KEY TO PROGRESS!

The Keystone Coal Mine Directory shows that approximately 8,000 independent producers mine the coal used in this country. Thousands of these are small producers, and competition within the industry has never been keener. Free competition has helped to make the coal industry ready and able to meet any demands of either peace or war.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
Southern Building, Washington, D. C.

Stars Shine

(Continued from page 60)

pleted coffers or for the benefit of some civic endeavor.

The idea is an adaptation of the wheel of fortune that is the mark of every carnival and fair. Known as the WFBL Wheel of Stars, photographs of 30 radio people heard regularly are used in place of numbers. Matching each picture on the wheel are 30 paddles with a corresponding picture of each star. Under each photograph is the program's name, sponsor's name and time broadcast. The entire display is in booth form and can be set up in 15 minutes.

When an outside group calls upon station aid for funds, the Wheel of Stars begins spinning. Proceeds go to the organization or fund. Prizes awarded consist of products advertised.

Townshend Named

FRANK W. TOWNSHEND, former vice president of McCann-Erickson, Detroit, has been appointed vice president of Campbell-Ewald Co., Detroit. Mr. Townshend will assist H. G. Little, executive vice president, and E. E. Richman, general manager, in account supervision activities, including Chevrolet. He is vice chairman of the Michigan Council of the American Assn. of Advertising Agencies.

FOR SOME INTERESTING INFORMATION ON RADIO IN **IOWA,** PLEASE SEE PAGE 27 OF THIS ISSUE

WBOK STOCK

Ray Buys Half Interest

ACQUISITION of half interest in WBOK Inc., permittee for New Orleans' newest station, by Stanley W. Ray Jr., co-manager and minority stockholder of WJMR-WRCM (FM) New Orleans, was reported to FCC last week for its approval.

Mr. Ray

At the same time a voting trust agreement giving WJMR's George A. Mayoral — new manager, formerly co-manager with Mr. Ray—the right to vote 50% of that station's stock for a period of five years also was reported to the Commission. This followed Mr. Ray's disposition of his 12% interest in WJMR and his resignation as co-manager and board member, in accordance with FCC's duopoly rules.

Mr. Ray purchased 50% interest in WBOK, 1-kw daytimer which is slated to go on the air early next year, from sole owner Jules J. Paglin, New Orleans businessman and civic leader. Purchase price is to be one-half of Mr. Paglin's investment in the station to date, which is estimated unofficially at about $45,000 or $50,000 and would make Mr. Ray's outlay about $25,000.

Mr. Ray's 12% interest in WJMR was sold to the licensee company, Supreme Broadcasting Co., as treasury stock and then resold to Mr. Mayoral. This brought Mr. Mayoral's WJMR stock interest up to 24%. In addition, majority owners William and Ramon Cortada propose to transfer voting rights to 26% of their stock to Mr. Mayoral for a period of five years.

At WBOK, whose studios and transmitter building are now under construction, Mr. Ray will be vice president and have charge of the station, its personnel and policies.

Messrs. Ray and Mayoral joined in the development of WRCM, which was established in 1946, and later, following the issuance of an AM license in 1947, in the development of WJMR.

WJMR is a daytimer operating on 990 kc with 250 w. WBOK is authorized to operate daytime on 800 kc with 1 kw.

The FCC applications were filed by Washington Attorneys Robert M. Booth Jr. on behalf of WJMR and D. F. Prince on behalf of WBOK.

FIGURING prominently in KSL-AM-TV Salt Lake City's sales expansion program are these executives: Eugene Halliday (l), newly appointed sales manager of the TV operation, and Frank McLatchy, general sales manager of both radio and TV, who emphasizes a point in the station's new sales lineup. Appointment of Mr. Halliday by General Manager C. Richard Evans was announced in conjunction with a planned stress on TV sales. Mr. Halliday formerly was assistant sales manager for AM and TV.

RADIO'S PLACE

Need in TV Home Shown

THE POSITIVE place of radio in the home becomes more pronounced as the length of television ownership increases. Finding times and programs which are more favorable to radio listening has made TV owners more aware that there is a definite need in the home for a radio.

These are among the findings reported by Advertest Research following a comparative study of video set owners in the New York-New Jersey TV area. First survey was made in May 1949 and 95.3% of the original sample was recontacted in November 1950.

Once the amount of listening-viewing time was set, little appreciable change was found over the 18-month period. The pattern changed slightly, however, with a trend found toward earlier radio hours and later television hours.

Children reportedly have decreased both listening and televiewing, with the latter a sharp decrease. In the age groups between 15 and 44 both listening and viewing have increased, Advertest found.

JUSTICE SHIFT

Nominate Baldridge to Claims

HOLMES BALDRIDGE, chief of the General Litigation Section of the Justice Dept.'s Anti-trust Division and formerly an FCC attorney, has been nominated by President Truman to be Assistant Attorney General in charge of the Claims Division.

The nomination, subject to approval by the Senate and now awaiting action by the Senate Judiciary Committee, was made simultaneously with announcement that Assistant Attorney General H. Graham Morison was being shifted from head of the Claims Division to head of the Anti-trust Division, a post which had been vacant since the resignation of Herbert A. Bergson on Sept. 30.

Mr. Baldridge was a principal attorney with FCC from Nov. 1, 1935, to Dec. 1, 1937, and joined the Justice Dept. in 1948. He has been one of the Anti-trust Division's top trial attorneys since that time. Attorney General J. Howard McGrath called his record "outstanding." He is 48, and a native of Connersville, Okla.

Three Cakes, One Party

WDRC Hartford, Conn., and Founder President Franklin M. Doolittle were congratulated last week for three special anniversaries. Dec. 5 marked WDRC's 20th year in Hartford and its 20th year with CBS, while Dec. 10 was the station's 28th birthday anniversary. CBS President Frank Stanton, Chairman of the Board William S. Paley, and Vice President Herbert V. Akerberg sent congratulatory telegrams to the station, recalling the happiness of the network's association with WDRC and praising the station for its public service efforts. WDRC moved from New Haven to Hartford in 1930.

CKSM, new 1 kw station on 1220 kc at Shawinigan Falls, Que., is now under construction, and CKDM, new 250 w station on 1230 kc at Dauphin, Man., is soon to go on air.

ANNOUNCING THE NEW *Continental*
5/10 KW AM TRANSMITTER

Continental Electronics Manufacturing Company of Dallas, Texas, well-known manufacturer of high-power and high-frequency broadcast transmitters for foreign and overseas service, now offers the domestic broadcasting field an outstanding new 5/10 kw transmitter. Distributed by Graybar Electric Company, this new equipment incorporates many features *never before available* in AM transmitters.

NEW! . . . Improved high-efficiency amplifier in output stage. For the first time in any commercial transmitter, this amplifier incorporates equipment for matching the transmitter output to sharply tuned loads encountered in directional arrays.

NEW! . . . Completely self-contained (exclusive of the automatic voltage regulator). No external transformers, chokes, or blowers are required. Installation is greatly simplified.

NEW! . . . "Transview" cabinet design and vertical chassis construction enhance this transmitter's appearance and provide an unobstructed view of the functional equipment.

There are other features you'll like, too. Features such as: forced-air ventilation of all components; use of vacuum-type capacitors in output stage to provide maximum stability of tuning; use of DC-operated relays to give a hum-free operation of control system; easy conversion from 5 to 10 kw operation by simple output tube change.

Your near-by Graybar Broadcast Equipment Representative will be glad to give you all the facts about Continental transmitters. Or, if you prefer, send for a completely descriptive bulletin on this new Graybar-distributed equipment.

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements — to get the most suitable items conveniently, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc., Executive offices: Graybar Building, New York 17, New York.*

502

Distributor of *Western Electric* products

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

Graybar Brings You Broadcasting's Best . . .

Amplifiers (1,22)
Antenna Equipment (22)
Attenuators (8)
Cabinets (15)
Consoles (22)
Loudspeakers and Accessories (1,22,24)
Microphones, Stands and Accessories (1,13,14,16,22,24)
Monitors (12)
Recorders and Accessories (2,9,19,21)
Speech Input Equipment (22)
Test Equipment (1,8,12,23)
Towers (Vertical Radiators) (3)
Tower Lighting Equipment (7,11)
Transmission Line and Accessories (5)
Transmitters, AM and FM (6,22)
Tubes (11,16,22)
Turntables, Reproducers, and Accessories (9,19,22)
Wiring Supplies and Devices (4,10,11,13,18,20,24)

Manufactured By . . .

(1) Altec Lansing
(2) Ampex
(3) Blaw-Knox
(4) Bryant
(5) Communication Products
(6) Continental Electronics
(7) Crouse-Hinds
(8) Daven
(9) Fairchild
(10) General Cable
(11) General Electric
(12) General Radio
(13) Hubbell
(14) Hugh Lyons
(15) Karp Metal
(16) Machlett
(17) Meletron
(18) National Electric Products
(19) Presto
(20) Triangle
(21) Webster Electric
(22) Western Electric
(23) Weston
(24) Whitney Blake

There are Graybar offices in over 100 principal cities. *These are the District Graybar Broadcast Equipment Representatives in 19 Key Cities.*

ATLANTA
E. W. Stone, Cypress 1751

BOSTON
J. P. Lynch, Kenmore 6-4567

CHICAGO
E. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Hansher, Main 0600

CLEVELAND
W. S. Rockwell, Cherry 1-1360

DALLAS
C. C. Ross, Randolph 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. T. Asbury, Atwood 8-4571

JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angelus 3-7283

MINNEAPOLIS
W. G. Pree, Geneva 1621

NEW YORK
F. C. Sweeney, Watkins 4-3000

PHILADELPHIA
G. I. Jones, Walnut 2-5405

PITTSBURGH
R. F. Grossett, Allegheny 1-4100

RICHMOND
E. C. Toms, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-5131

SEATTLE
D. I. Craig, Mutual 0123

ST. LOUIS
J. P. Lenkerd, Newstead 4700

ACTION ON CLEARS

FAB Petitions FCC

PROMPT ACTION by the FCC in the clear channel case, before the the Senate ratifies the NARBA treaty, was urged by the Florida Assn. of Broadcasters in a resolution adopted at its convention in Jacksonville, Dec. 1-2. The resolution called for the action so that the "advancement in broadcasting service to the people of Florida" will not be "unnecessarily delayed."

The association, meeting at the Mayflower Hotel, heard a report by Dorsey Owings of Broadcast Music Inc. concerning the successful operation of clinics for program directors and managers which enabled them "to improve their programming and render better listening service." A resolution was passed expressing the association's desire to sponsor similar clinics in Florida with the help of training film and supplementary speakers from BMI. Universities in Florida will be asked to join with FAB in supplying facilities for such clinics with the understanding that students of their radio classes will be invited to participate.

Gramling Speaks

Oliver Gramling, head of the AP radio division in New York and at one time a resident of Tallahassee, spoke to the FAB on the freedom of radio and press, stressing the great difference between Russian and American ideals of such freedom.

"The right to broadcast is the fulfillment of the right to speak," he said. "The right to print is the fulfillment of the right to have a free press. The two freedoms are interdependent. Our two freedoms should remain secure so long as radio and press unite in their efforts to keep the people fully and accurately informed."

Dr. J. Hillis Miller, president of the U. of Florida, described Florida as "the great American home," because "so many people move here from other parts of the country." Radio had been important in speeding the state's progress, Dr. Miller said. "Radio plays a large part in building up the state—an important and tremendously responsible part—in shaping the fast-developing, broad economy and well being of Florida." He continued: "The university has excellent clinical facilities for training people important to the radio field and we need you to tell us what you need."

Maj. Garland Powell, president of WRUF Gainesville, called on the industry to "rid itself of any pink-tinted person connected with it." He asked FAB to take the lead in ousting Communists or fellow travelers "wherever they may be found." Major Powell added that he knew of no station in Florida which "harbors any Communist or anyone of pinkish tendencies."

State Dept. Thanks

The association also adopted a resolution expressing its gratitude to the State Dept. for sending Captain John S. Cross of that department to the meeting for a discussion of the pending NARBA treaty. Another resolution requested FCC to modify its requirement that a thermocouple type ammeter be installed in the antenna circuit as per its Setcion 1.702, Section 13 B (3) (b). Frequent electrical storms have often destroyed the ammeters, causing unnecessary expense to the stations involved, the resolution said. The effect of the modification suggested would be to permit the stations to use a "portable or plug-in thermocouple antenna ammeter which would result in no irreparable injury and would be in the public interest, convenience and necessity."

In adjourning, the meeting expressed its thanks to the city of Jacksonville and the radio stations of Jacksonville Beach which acted as hosts to the convention.

WIP Philadelphia has arranged to supply Weather Bureau in Philadelphia area with regular morning temperature readings from station's transmitter located in Bellmawr, New Jersey. Readings will be taken between 7:15 and 7:30 a.m. Monday-Saturday, and will be incorporated in weather analysis broadcast direct from Weather Bureau on WIP's *Start the Day Right* program.

GROUNDWORK for a proposed Canadian branch of the National Assn. of Radio Station Representatives was laid at a recent meeting in Toronto, attended by Russell Woodward, Free & Peters, New York, executive vice president of NARSR. Discussing plans at a luncheon session are (l to r): Seated, Stu McKay, assistant general manager, All-Canada Radio Facilities Ltd.; Norm Brown, manager, Radio Sales Ltd.; Mr. Woodward; William Wright and James L. Alexander, who head firms bearing their respective names; (standing) Horace N. Stovin and Andy McDermott, Horace N. Stovin & Co.; and John Tegale, time sales division, All-Canada Radio Facilities.

IS GREAT POLSKIE RADIO!

Bulletin Outlines Polish Radio Feats

MORE and more fisher clubs and homes are being provided with radio sets that enable the fishers to listen regularly to daily fisher communications and inform them in what place successful fishing took place in the last hours, what kind of fishes were fished, from where approach fish-banks. Fishers must not look for fish banks but are able to swim directly to places foreknown in advance because of radio in Szczecin which operates independently of meteorological news.

And that ain't all—

Five years ago took place the first broadcast of chamber music second violin quartet of Borodin, Russian composer, executed by the ensemble of Polskie Radio.

What's more—

The State Enterprise of Radiophication of the country is organizing new radio junction stations, repair workshops, installs local receiving arrangements, and magnetophones during solemnities. And great changes are foreseen in operation of networks that are to give the listeners a clear receive.

And then, too—

On 22 July the broadcasting station in Cracow was solemnly put on the air, built according to the projects of Polish specialists based on the newest experiences of the Soviet radiotechnics. On 23 July—day of Poland's liberation—the new shortwave station in Warsaw was solemnly put on air and as the aim of the new transmitter of great power is to serve foreign listeners in foreign languages the new station has been called "Broadcasting Station of Peace."

Is great attainment of Polskie Radio, according to monthly bulletin of Publication Office of Polskie Radio, in field of countryside broadcasts and radiophication of the country.

Da!

MOBILIZE MEDIA

Golden Urges Propaganda Unit

A PLEA for mobilization of radio, television and all other information media into a "propaganda agency of power and effectiveness never before seen in this world" was made on Capitol Hill last Wednesday by Rep. James S. Golden (R-Ky.).

Asserting that the U. S. should devote its "entire national economy" for all-out preparation for total war, Rep. Golden said in a statement inserted in the Dec. 6 *Congressional Record* that "we should enlist the best talent in America from all walks of life and from both major parties" to spread truth throughout the world. He also mentioned the Voice of America as an instrument of propaganda.

SALES of Scott Radio Labs, Chicago, were 14 times greater in October than during same month last year, President John S. Mack has announced. Net profit of $44,050.11 this October compared with $15,026.01 in October 1949.

AIN'T NO EASY PICKIN' IN BERRY (Ky.)!

Even if you stripped Berry (Ky.) right down to a nub, you wouldn't have much to show. It may be sweet, but it's just too small. . . .

If you want a really fruitful Kentucky market, better let WAVE tell your story to the 27 prosperous counties around Louisville. It's a *juicy* market, because folks in the Louisville Retail Trading Zone have an *average Effective Buying Income 40% higher than families in the rest of the State!*

Anyway, Saints preserve us — ain't you really convinced that *WAVE's* the "berries", here in Kentucky?

LOUISVILLE'S WAVE

NBC AFFILIATE . . 5000 WATTS . . 970 KC

FREE & PETERS, INC.

National Representatives

NANCY McIVER

TRAVELS THE WORLD

(Formerly Nancy Gre on WTMJ—NBC)

WHFC Chicago WEHS-FM

2-2:30 Mon. thru Sat

She entertains—and sells—and sells

Participations Available

MARSHALL PRODUCTIONS INCORPORATED

40th Floor Bankers Bldg., Chicago 3

Radio — Shows to fit your budget — TV

441 NORTH MICHIGAN AVENUE - CHICAGO 11 - ILLINOIS - TELEPHONE SUPERIOR 7-0100

WGN INC.

December 11, 1950

Did you ever hear a fussy gent in a restaurant tell the waiter what brands of gin and vermouth to use, their exact proportions to a cubic centimeter, the number of revolutions per minute on the stirring process and the Fahrenheit temperature of the glass to serve the masterpiece in? What does he get? "One martini, Joe."

The same thing goes for radio ratings - How silly can you get? Hooper, Pulse, Nielsen, Condon, Trendex, Videodex - who's right?

If baseball were run by radio people, you'd never get a winner. Some would claim victory because they got more runs, some because they made more hits, some because they had more runners on base, more strikeouts or more something else.

Don't think we're not confused. Each week some agency or advertiser asks for each one of the known radio surveys. We can't buy them all so we have been using Nielsen. Why? Because Nielsen is an area study and does not overweight the competition of TV as a strictly city study will do. Is that a good reason? Who knows?

But there's one thing you can't kiss off. WGN has for years carried more spot advertising than any other major Chicago station. We still do. And we've had some mighty fine customers for a long time; people like Colgate, P & G, Lever Brothers, General Foods, Standard Brands, Ward Baking, Borden, Sinclair, and a long list of other companies whose annual profit and loss statement doesn't look like they've been throwing that green stuff out the window.

Then, too, we've got a bunch of retailers with us -- cold-blooded guys who keep one eye on the old cash register. They keep coming back for more so I guess WGN pays off.

After all, WGN has been in business for 26 years - that's longer than any rating service. And all through those 26 years we've been selling the same thing -- effective radio advertising.

It's a funny thing. As advertisers or agencies, you are selling brand name merchandise. So are we - a brand name radio station in business a long time and still doing OK by advertisers and listeners alike.

But what's our rating?

"Another martini, waiter, and this time not so much vermouth."

Sincerely,

WGN, Inc.

CBC DEFICIT

Largest in History

A DEFICIT of $243,747 was reported in 14th annual report of Canadian Broadcasting Corp., for fiscal year ending March 31, 1950, in a report released at Ottawa on Dec. 2. This includes an allowance for obsolescence and depreciation of $211,149. CBC reported increased revenues in the fiscal year, but increased costs due to high price levels, addition of Newfoundland to the system and preliminary television expenses were given as reasons for the largest deficit in its history.

Income from annual listener license fees and from transmitter license fees of privately-owned broadcasting stations amounted to $5,481,488, from commercial broadcasting $2,366,400, and from miscellaneous sources $149,726 for a total of $7,997,616. Major expenditures were: For programs $4,-251,152, for engineering $1,678,-660, for wire lines $1,094,540, for administration $417,512, for press and information $227,734, for the commercial department $200,241, for television promotional work $55,571, and interest on loans $94,-802, for a total of $8,030,214.

64 Page Report

The report, contained in a 64-page booklet, dealt in detail with CBC programs, with all commercially sponsored programs marked. Of all network programs carried, 81.4% were non-commercial, 18.6% were commercial. Of all network shows 82.9% were shown as being originated by CBC, 15% from U. S. and BBC, and 2.1% from privately-owned stations. CBC network programs were about evenly divided between musical and spoken programs.

The report states there was an increase of about 7% in commercial revenue in the year, due to addition of Newfoundland stations to CBC system. About 65% of commercial network programs originated in Canada, the remainder were piped in from the United States.

In the foreword to the report, A. D. Dunton, chairman of CBC board of governors, pointed to the investigation of broadcasting by the Royal Commission on National Development in the Arts, Letters and Sciences, headed by Hon. Vincent Massey. As a result of this study, the CBC "has not embarked on many badly needed improvements and extensions of its services," Mr. Dunton states. "On the other hand, it has not thought, pending decision on its future revenue position, it should reduce staff and services which would be difficult and costly to bring back later. It has thought that in the public interest it should maintain existing services and standards and carry out commitments made."

More than half the report is devoted to a detailed analysis of the programming of the year. In connection with technical developments, the report states that CBR Vancouver, will be operating on 10 kw power this year, that CBM Montreal will increase power to 50 kw (station is now on air with this increased power), that CBE Windsor will be ready this year with 10 kw (now operating). Some technical development details regarding CBC shortwave international service for the Canadian government's Dept. of External Affairs was also reported, as were details on the various language programs now being aired from the Sackville, N. B., transmitters daily.

Regarding television, the report dealt with plans of the Toronto and Montreal stations and studios and development of staff and programs for operation in fall of 1951.

A RADIO PRAYER TIME

Girl's Suggestion Starts Wide Reaction

This is the story of the little 13-year-old Hyattsville, Md., girl who decided to drop President Truman a postcard suggesting that radio stations take time each day to offer up a prayer for the boys in Korea.

It sounds like a fairy tale right out of Grimm, but it really happened.

Linda Keller made the suggestion early last September and had almost forgotten about it. She was surprised recently, however, with a letter from Rear Admiral S. W. Salisbury, chaplain's board, U. S. Navy, informing her the Chief Executive had approved the idea and suggested it be circulated among radio stations.

Ernie Tannen, enterprising program director of WGAY Silver Spring, Md., arranged to have little Linda appear on his Hecht Co. *Community Reporter* Nov. 18. At his suggestion Linda penned a short prayer, which the station recorded. Mr. Tannen then passed the story on to the *Washington Post* and *Evening Star*, who gave it the Sunday feature treatment.

Story Spreads

AP picked up the piece Nov. 20 and fed it to newspapers throughout the country, and the *New York Daily Mirror* also gave it a good play.

Shortly afterward, Linda was asked to appear on NBC's *We, the People* (radio Thursday, television Friday). The Armed Forces Radio Network contacted Mr. Tannen for the 20-second recordings for use on Radio Tokyo and Radio Pusan. And other organizations, including National Prayers for Peace, also called Mr. Tannen.

Putting the plan into action, WRC and WWDC Washington reported to BROADCASTING • TELECASTING that a period at 12 noon each day has been set aside for the prayer.

Voice of America also asked for the recorded interview, hoping to reap a propaganda harvest. They felt that Linda's suggestion and subsequent chain of events illustrate, possibly better than anything else would, the meaning of democracy in action in the United States.

Little Linda lends hope and solace to American fighting men overseas on Mr. Tannen's program over WGAY Silver Spring, Md.

AMA CAMPAIGN

Report 35,362 Support Spot

SUPPORTING spot announcements in the recent American Medical Assn. saturation campaign totaled 35,362, Leone Baxter, general manager of the national education campaign of the AMA, announced at a joint session of the AMA House of Delegates and the third annual conference of the campaign in Cleveland Thursday. This total, she added, represents about 1,400 of 1,600 stations participating, with 200 still to report.

Of the total advertising budget of $1,110,000 for the campaign, $300,000 was spent on radio, through Russel M. Seeds Agency, Chicago. Supporting advertisers in radio, television, magazines, direct mail, posters and billboards spent $487,624, Miss Baxter said. She and Clem Whitaker, comprising the Chicago firm of Whitaker & Baxter, handled the campaign and directed its publicity.

WEOK SALE

Barry Buys Cassill's Control

SALE of Harold W. (Dutch) Cassill's controlling interest in WEOK Poughkeepsie, N. Y., to Vice President Arthur J. Barry Jr. for $40.-000 has been announced, subject to the customary FCC approval.

The transfer involves approximately 51% stock interest, which will increase Mr. Barry's total holdings to about 60%. Mr. Cassill retains less than 1% and will remain on the board of directors.

Mr. Barry, a former vice president of Free & Peters, joined WEOK (1390 kc, 1 kw, day) last June 15 as vice president and station manager. Upon FCC approval of the transfer, he will become president and general manager. He said no changes in program policies or personnel are planned. WEOK was founded by Mr. Cassill and associates in 1949.

PACIFIC REGIONAL Network is airing frost warnings three times nightly, seven days a week.

PROFITS TAX

Dr. DuMont on NBC Forum

DR. ALLEN B. DuMONT, president of Allen B. DuMont Labs, and Sen. Joseph C. O'Mahoney (D-Wyo.), were scheduled to discuss the issue of excess profits taxes on Theodore Granik's radio-TV *American Forum of the Air* yesterday on NBC (also see excess profits hearing this issue).

Program was scheduled for telecast 2:30 p.m. and rebroadcast over radio at 10:30 p.m. Sen. O'Mahoney is chairman of the Congressional Joint Economic Committee and a sponsor of the excess profits tax proposal in the Senate. Dr. DuMont has appeared before both House and Senate committees as chairman of the National Conference of Growth Companies, which opposes the profits measure.

IN SPOKANE, Wash., by order of Superintendent of Schools John Shaw, radios are to be kept on constantly in school principals' offices, so that officials may be warned immediately in case of enemy attack. Plan is for police to notify radio stations in event of attack.

KSWM
JOPLIN, MO.

REACHES 446,600* PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

* This map shows airline miles to nearest metropolitan centers, asuring unduplicated CBS service to the KSWM audience.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
Austin A. Harrison, President
CBS in JOPLIN, MO.
Nationally Represented by WILLIAM G. RAMBEAU CO.

DECEMBER 11, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

The Johns Hopkins Science Review

"A thoroughly worthwhile and encouraging example of educational television, about which so much has been heard and so little done. . . . In thirty minutes it bridges with a great deal of effectiveness the gap that separates the layman from the researchers and scientists in the laboratory. . . . 'Science in Review' last night had the most needed attraction of good education: It was interesting."

—JACK GOULD, New York Times

". . . I have found myself engrossed by a program over DuMont, on Tuesdays from eight-thirty to nine, called 'The Johns Hopkins Science Review.' Each week, one or more eminent scientists from the faculty of Johns Hopkins demonstrate some phase of scientific inquiry and, in doing so, impart a whale of a lot of information and prove that, in the right hands, television is a tremendously impressive educational medium."

—PHILIP HAMBURGER
The New Yorker

"The Johns Hopkins show isn't new—this is, in fact, its fourth season on the air—but it is new as a DuMont network feature . . . every Tuesday night at 8:30. . . . DuMont has something here which makes television look good.

"The program was conceived by Lynn Poole, public relations director of Johns Hopkins University. . . . He saw the potentialities of television early, however, and nothing stopped him until he made a reality of his program designed to give laymen an understandable view of all phases of modern science. . . . Among the things he has shown his . . . audiences are, taken at random, the sight of a human heart beating, seen through a flouroscope; a view of the earth as it looks from 70 miles in the air, and a microscopic look at the organisms living in impure water.

"These and the other things about life today which Mr. Poole and the Baltimore scientists have demonstrated have made this program something in which Johns Hopkins, and now DuMont, can take a great deal of pride."

—HARRY MacARTHUR
The Sunday Star,
Washington, D. C.

"Poole and Hopkins scientists are tailoring their show strictly for people who don't mind missing mugging Miltie. 'There is a strong feeling among our faculty,' says Poole, 'that scientific advances have been so rapid in the past 20 years that people are confused. They don't know how these advances apply to them, or what they mean.' To show what they mean, Poole uses a bag of tricks and props, from jars of Puffed Wheat (to demonstrate how electrons act), to a line of cocked mousetraps (to demonstrate a chain reaction). . . . By last week, they were receiving fan letters at the rate of 875 a week . . . enough to suggest that there is a TV audience for something besides comics."

—TIME MAGAZINE

Another example of outstanding public service programming from...

TELEVISION DUMONT NETWORK

62 STATIONS
THE NATION'S WINDOW ON THE WORLD

515 Madison Avenue, New York 22, N. Y.
Phone: MUrray Hill 8-2600
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A Service of Broadcasting Newsweekly

National Press Bldg.
Washington 4, D. C.

DECEMBER 11, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

TELECASTING

VIDEO'S GROWING PAINS

Highlight TBA Clinic

TELEVISION'S most pressing problems, from sales to color, education, research, ASCAP, films and excess profits taxes were analyzed, discussed and debated Friday before an audience of several hundred telecasters gathered in the Starlight Ballroom of New York's Waldorf-Astoria, for the annual Television Clinic of Television Broadcasters Assn.

With Eugene S. Thomas, manager of TV operations, WOR-TV New York, presiding as clinic chairman, the morning session covered programming and research. Sales, education, ASCAP negotiations, the excess profits tax, films and color made up the afternoon agenda.

At the intervening luncheon, with TBA President J. R. Poppele as toastmaster, Ed Wynn reported on television as viewed by the performer, with old timers recalling that he had also addressed the TBA luncheon session six years ago.

Dwight W. Martin, vice president, WLWT(TV) Cincinnati, and chairman of the TV Per-Program Licenses Committee, recalled that a meeting of all telecasters held in Washington in September 1949, approved the terms of the proposed ASCAP blanket fee but rejected the per-program proposal and appointed the per-program committee to continue discussions with ASCAP. He reported that despite earnest efforts on both sides "we have been unable as yet to reach a satisfactory formula for an agreement."

Explains ASCAP Rates

Rates of payment for ASCAP music, Mr. Martin explained, are computed as a percentage of some base figure—in blanket licenses, the gross revenue derived from local time sales, after certain deductions, derived from programs on which ASCAP music is used. Main stumbling block in the TV negotiations, he stated, has been ASCAP's insistence that spot announcements close to programs containing ASCAP music receive an audience solely by virtue of these adjacent programs and accordingly, "the revenue derived from such anouncements should be included in the base."

The television committee, Mr. Martin declared, has rejected all such proposals by ASCAP and "has consistently adhered to the position that under the per-program license no payments shall be made to ASCAP out of revenue derived from non-ASCAP programs, no matter how short the duration of the program. This position is based on the conviction that once the door is opened to taxing non-ASCAP revenue, even though presently limited to that derived from adjacent spots, it will be only a matter of time till per-program licensing as we know it will disappear and the gains derived from the struggle in 1940 will be in large measure lost to the broadcasting and telecasting industry."

Lack of agreement on a base has made it impossible to agree on rates, Mr. Martin said, adding that there is also a "fundamental clash over the philosophy that should govern the setting of rates. ASCAP is of the opinion that music is relatively more valuable on television than on radio. Your committee's feeling is the exact opposite. . . ."

Optimistic Note

Noting that the alternative to reaching a satisfactory agreement by negotiations is a court action, which neither ASCAP nor the TV committee desires, Mr. Martin concluded on a note of optimism over the chances of the two committees resolving their differences. "That we can agree," he said, "is evidenced by the fact that we did agree upon an interim license which I believe is eminently fair and equitable both to ASCAP and the telecasters for this period pending the conclusion of our negotiations."

Five "basic principles of common sense business practices" which have enabled Fort Industry Co. to operate its three TV stations profitably were reported by Lee B. Wailes, Fort Industry vice president in charge of operations, in his talk on "Keeping Sales Volume Ahead of Expenses" which opened the afternoon TBA clinic sessions.

The first rule, he said, is to "resist the temptation to overextend with regard to original investment in physical facilities, such as studios, offices and technical equipment." Plans for a "gorgeous new home" for WSPD-TV Toledo were regretfully scrapped in favor of

(Continued on page 82)

SUPPORT FOR TBA

Called for by Poppele

J. R. POPPELE, completing his sixth term as president of Television Broadcasters Assn., made a plea for stronger industry support for TBA in his annual address, delivered at the membership meeting preceding last Friday's Television Clinic in New York (see story this page).

"TBA's fine record of accomplishments since it was founded in 1944 should commend itself to all broadcasters who are not now affiliated with the association," he stated. "TBA's greatest asset has been its ability to speak without qualification for television broadcasters only. Since it has been so vocal—and has done its job so well, despite financial limitations—it deserves the unqualified support of the industry."

Reviews Activities

Reviewing TBA activities since its last meeting, Mr. Poppele cited its opposition to limitations placed by common carrier services on interconnection of TV relays by private companies, a stand upheld by the FCC; TBA opposition to the FCC rule prohibiting accompanying test patterns with music; its opposition to the 10% excise tax on receivers; the formation of a committee for public service programming; opposition to bills introduced in the Massachusetts Legislature to bar the use of women in beverage commercials and to penalize dealers if TV sets failed to function satisfactorily (neither bill passed).

Also, TBA cooperation with the Better Business Bureau to end servicing abuses; recommendations of the TBA Engineering Committee on proposed FCC rules for the construction, marking and lighting of antennas; TBA's leadership in appearances before the Commission at the VHF-UHF allocation hearings; its formation of a committee on excess profits taxes which appeared before the House committee to make a plea for special consideration of TV broadcasters;

* * *

Mr. POPPELE

and such other activities as TBA's close cooperation with UN on TV matters, its preparation of a sample rate card for TV stations, and the like.

He reviewed TV's growth during his tenure as president, from some 8,500 sets and a handful of stations, to today's close to 10 million receivers (for which the public has spent some $3 billion), 107 stations in 63 markets (representing an investment of nearly $57 million), and network cables and relays stretching for more than 2,000 miles. Mr. Poppele emphasized that this growth has all occurred in only six years.

Amazing Growth

"Probably the most amazing feature of this amazing growth," he said, "is the fact that TV has grown and begun to prosper in spite of various pitfalls, road blocks and other impediments that have stood in the way of its full maturity." Commenting that the worst of these obstacles, the freeze on new station construction, may end this year, Mr. Poppele noted that "we have now moved from one serious situation to another—I refer to the present turmoil that has engulfed the world.

"We can be thankful that television is now a national service," he concluded, "since this great means of communication can do much to assist the government in its mobilization of manpower to meet any crisis that might arise."

COLOR FIREWORKS

'News' Editorial Draws Fire From Coy

A RUNNING BATTLE broke out as an aftermath to RCA's color TV demonstration last week (story this page), with FCC Chairman Wayne Coy firing from one side and RCA and the *Washington Daily News* from the other.

The *Daily News*—whose ownership (Scripps-Howard) like RCA is identified with multiple-station FCC licensees—touched off the fireworks Wednesday with an editorial titled "Gorgeous Telecolor." The editorial said RCA's demonstration made FCC's position on incompatible CBS color "either dishonest or silly," and charged that FCC refused an RCA invitation to look at its improvements "several months ago."

Chairman Coy came back with a statement the same day claiming the *Daily News* sought to "imply dishonesty on the part of the Commission," and asserting that "if they had any evidence to support such a charge or inference, it is up to them to come forth with it or to forever hold their own dishonest tongues in making such inferences."

He said RCA never requested FCC to reopen the color TV hearing record to consider improvements in the RCA system, and also cited an Aug. 2 letter from Brig. Gen. David Sarnoff, RCA board chairman, asserting that RCA and NBC "have not and do not favor any delay in the establishment, by the FCC, of commercial standards for color television."

Coy's Comment

"It is perfectly clear that they [RCA] want a decision on the record of the case which closed on May 26, 1950, if they could win the decision," Chairman Coy said. "But when they saw that they did not win the decision, they suddenly reversed themselves and set up a public clamor that the Commission had refused to look at the improvements in their system which they reported on July 31, 1950."

He said "the efforts of the RCA to make the public believe that the Commission refused to consider improvements in its system before reaching a decision in the color television case is an untruth—an untruth which is known to the officers of the RCA as is evidenced by the progress report of July 31, 1950 and Gen. Sarnoff's letter of Aug. 2, 1950."

"I make this statement," he said, "because this lie about the Commission refusing to look at improvements in the RCA system is about to become big enough to be believed."

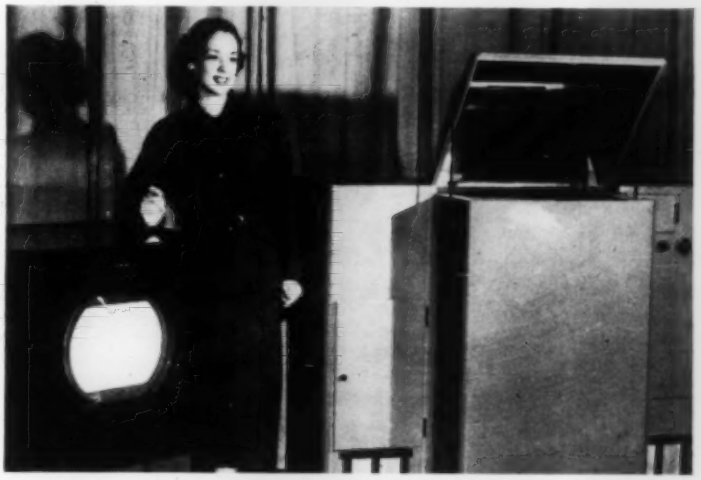
He said the Commission "cannot and will not close its eyes to any new developments in the radio field," and cited procedures set up in FCC's Oct. 10 report adopting the CBS system, under which the Commission said it would consider new developments and improvements. "You may be sure that the Commission will follow the procedures outlined there in connection with the improvements in the RCA system or in any other system or in any new color television system which is developed," he said.

Gen. Sarnoff on Wednesday night issued a statement declaring that in submitting its July 31 progress report RCA had told the Commission:

If members of the Commission or its staff are interested in obtaining further information on the work referred to in this Progress Report I will be glad to furnish it or arrange visits for them to see the work and discuss the results with RCA engineers. . . .

Gen. Sarnoff said he thought "this quotation suffices to show that the Commission was requested in advance of its first report of Sept. 1st to view the progress which had been made by RCA and which was reported to the Commission on July 31." RCA received no reply from the July 31 letter, he noted.

He said that "Mr. Coy cannot fairly use my letter [of Aug. 2] as an excuse for the Commission's failure to comply with the request contained in our letter of July 31, 1950, to the Commission enclosing copies of our progress report."



THE NEW and the old of RCA color television sets are shown in this picture. The latest model receiver is shown at left; an early model, of the type demonstrated to FCC in October 1949, is pictured at right. The new model, demonstrated publicly last week, employs the new RCA tri-color picture tube with some 600,000 phosphor dots on its picture screen. Where the old color set used more than 100 tubes and three kinescopes, the latest version uses 43 including the tri-color kinescope.

His Aug. 2 letter, he pointed out, "was written for the purpose of denying items which had appeared in the trade press that manufacturers, including the RCA, were in favor of delay in the adoption of commercial standards for color television. We were not then nor are we now in favor of such delay," he said.

Gen. Sarnoff said his reference to "commercial standards" was defined in his testimony during the hearings, when he specified "three basic requirements for standards": (1) That color TV operate within a 6-mc channel; (2) that color pictures, regardless of the system employed, should not be inferior to present black-and-white; (3) compatibility.

'Requirements Ignored'

"In thereafter adopting standards for an incompatible degraded system of color television," he continued, "it is obvious that the Commission totally ignored the basic requirements 2 and 3 of my recommendations for commercial standards."

The *Daily News* answered Chairman Coy's Wednesday statement the next day with another editorial, entitled "The Tube Blew," reiterating that "FCC's position, in the light of RCA's demonstartion, was either dishonest or silly."

"If Mr. Coy wants to take up the softer impeachment," the editorial continued, "we'll report his remarks as accurately as we can, and discuss them, we hope, with at least as much relaxed and balanced objectivity and graceful good humor as characteristically adorns his public utterances in this shindy."

To Mr. Coy's denial that FCC

(Continued on page 79)

RCA IMPROVES COLOR

In Latest Showing

NOTABLE improvement in performance of the RCA color television system was acclaimed by most observers witnessing the latest demonstrations of the compatible, dot-sequential technique, which opened in Washington last week.

Brig. Gen. David Sarnoff, RCA board chairman, pointed out at a kickoff showing for newsmen on Tuesday that the performance factors with which FCC's color decision found fault —flicker, color fidelity, picture quality, misregistration, adjustment difficulties —have been corrected.

Gen. Sarnoff

"We're still hoping that reason and justice will triumph," Gen. Sarnoff declared, asserting that FCC will be invited to a demonstration when RCA's current court test of FCC approval of the CBS system is completed.

He said the Commission would be invited to one of the current demonstrations, which may last about two weeks, if the Chicago federal court considering the color suit should hand down its decision in the meantime—regardless of the nature of the decision. While the suit is pending, he explained, RCA had not thought it proper to invite the Commission formally but would welcome its attendance.

'No Personal Feud'

Gen. Sarnoff emphasized that there is "no personal feud" between RCA and FCC.

Regardless of the outcome of the court case, he said, RCA hopes FCC after seeing the latest developments will at least approve the RCA system along with Columbia's so that the public may decide which it prefers. He felt the RCA system's advantages of compatibility and unlimited picture size justify this course even if FCC does not feel the RCA system is superior in performance—and he refused to concede RCA's is not better.

Asked whether it would be feasible to have two systems, he answered affirmatively, noting that there are two aural systems—AM and FM.

To the observation that the world situation and civilian materials shortages make the color question seem "academic," Gen. Sarnoff replied that many things seem academic but it is necessary to "go on in our daily jobs." Cutbacks in black-and-white production, he said, seem "inevitable."

The demonstration equipment in-

(Continued on page 76)

XUM

DAYTIME TV

Enter Now, BBDO Urges Advertisers

"TO ALL intents and purposes, the opportunity to purchase good nighttime periods on TV is almost a thing of the past and the advertiser hoping to enter television now, or who has products of interest to the woman and housewife audience, had better start looking at Daytime TV while it is still here to look at."

That statement is quoted from *Daytime Television, A BBDO TV Report as of Fall 1950*, 64-page booklet published by the agency which embellished the factual analysis of daytime television with numerous charts, graphs and tables.

Starting with a definition that limits daytime TV to the hours before 5 p.m. when the "children's hour" begins, BBDO reports that from spring to fall the number of stations doing some daytime telecasting increased from 75 to 89. Thirty now start video program service in the morning, compared to 17 that had morning programs on the air in the spring. There are 59 TV stations which begin their operating day in the afternoon, compared to 58 as of spring. In May, 9 a.m. was the earliest time any station began telecasting; in October, BBDO found one station on the air before 7 a.m.

Progress Report

Total station hours of daytime video programming, the agency reports, rose from 2,269 in the spring to 3,114 this fall, an increase of 37.2%. Network TV daytime programming is also on the upgrade, with three video networks expanding daytime operations and only ABC remaining out of this field.

As daytime TV programming increases, so does the TV share of total U.S. daytime broadcast audience, BBDO states, citing afternoon audience figures compiled by A. C. Nielsen Co. which show the TV share of total broadcast audience between 2 and 5 p.m. rising from 6.4% in January to 11.1% in July.

Women comprise the larger part (67%) of the Monday-Friday afternoon TV audience (noon-5 p.m.) when programs are designed predominantly for them, according to an analysis of the New York daytime TV audience made in August by American Research Bureau and quoted by BBDO. Saturday afternoon baseball telecasts brought men into the majority position among viewers (52% to women's 27%). Children take over in the 5-6 p.m. period on weekdays (72%) and on Sunday morning (50%) when programming is aimed at them. Men predominate again during the Sunday afternoon ballgame time (56%) and in the late Sunday afternoon (5-6:30 p.m.) the audience is divided just about evenly (32% men, 29% women and 39% children).

Economically, TV homes are becoming increasingly representative of the general population as TV becomes more and more of a mass medium. Studies made by Psychological Corp. in May 1949 and again in May 1950 show the following distribution:

	May 1949	May 1950
A (top 10% of urban households)	21.5%	11.5%
B (next 30%)	33.8%	34.4%
C (next 40%)	34.4%	39.3%
D (lowest 20%)	10.3%	14.8%

As to viewing habits of daytime TV watchers, BBDO cites a survey made last June in the New York-New Jersey area by Advertest Research, showing that of the daytime viewers 4.3% first turned their sets on before 10 a.m., 14.9% between 10 a.m. and noon, 31.9% between noon and 3 p.m. and 48.9% after 3 p.m. This study also showed that 85.1% of the sets were turned on for specific programs and only 14.9% to view whatever might be available and that 87.2% of the viewers had not rearranged their household schedules for TV, while 12.8% had realigned their chores to accommodate daytime viewing.

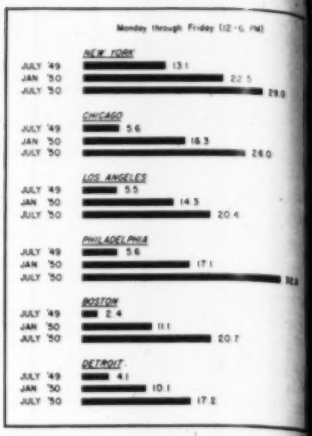
Women's Shows

Women's service shows occupy the largest segment of daytime telecasting, BBDO found by breaking down the New York telecasts for the first week of August (93¼ hours), with these results:

Type Program	% of time
Women's Service	28.4%
Public Service *	19.3
Film	15.3
Variety	13.7
Sports	7.2
Interview	6.4
News	5.4
Quiz	2.2
Miscellaneous	2.1

* UN Security Council Telecasts

Commercials can be handled more flexibly in the daytime than at night on TV, BBDO points out, noting that the advertiser is allowed twice as much time for commercials for the same length program as he is at night. There are more opportunities for live commercials and more chance to integrate these into the program's content, often with the show's personality delivering the commercial as part of the program.



Overall audience changes in daytime televiewing are charted for six cities.

EDUCATION'S BID

FCC Hears Endorsements

FCC's educational television hearing settled down last week to what was considered a quiet passing parade of spokesmen from many fields, all of whom endorsed the bid of the Joint Committee on Educational Television for reservation of both VHF and UHF channels.

JCET's request had been introduced a fortnight ago at initial sessions considered not so quiet as Comr. Frieda B. Hennock expressed intense concern over education's plight and admittedly "flew off the handle" [BROADCASTING • TELECASTING, Dec. 4].

The majority of the educational phase of the Commission's general allocation proceeding was expected to be completed last Friday. FCC has designated Jan. 15 for commencement of "two or three" additional days in which JCET is to conclude its elaborate presentation with further direct evidence showing how education plans to make effective use of TV channels if they are reserved as well as how such stations would be financed. Several details remaining from other phases of the general allocation proceeding also would be concluded at that time.

JCET Report

JCET specifically has asked for reservation of one VHF channel in each metropolitan area and in each major educational center; sharing of facilities in those areas where all VHF channels already are assigned or only one VHF channel has been allocated, and reservation of about 20% of all UHF channels to be allocated.

In general the sessions last week held Tuesday through Friday before Acting Chairman Paul A. Walker and Comrs. Hennock, Rosel H. Hyde, E. M. Webster and George E. Sterling, heard contentions that:

● Educators in certain areas could use a fulltime facility effectively now and could finance it. Others would soon follow suit.

● Once channels are staked out—a definite "goal" established—it will be easy to get financial support, especially of an endowment nature from large fortune sources.

● Certain vital educational functions in TV, which require long-term fixed programming in all time periods, cannot be handled by commercial stations because of natural conflict with commercial interests as proven in AM history. Educators, however, acknowledge and consider legitimate such commercial needs, with some spokesmen criticizing "excesses."

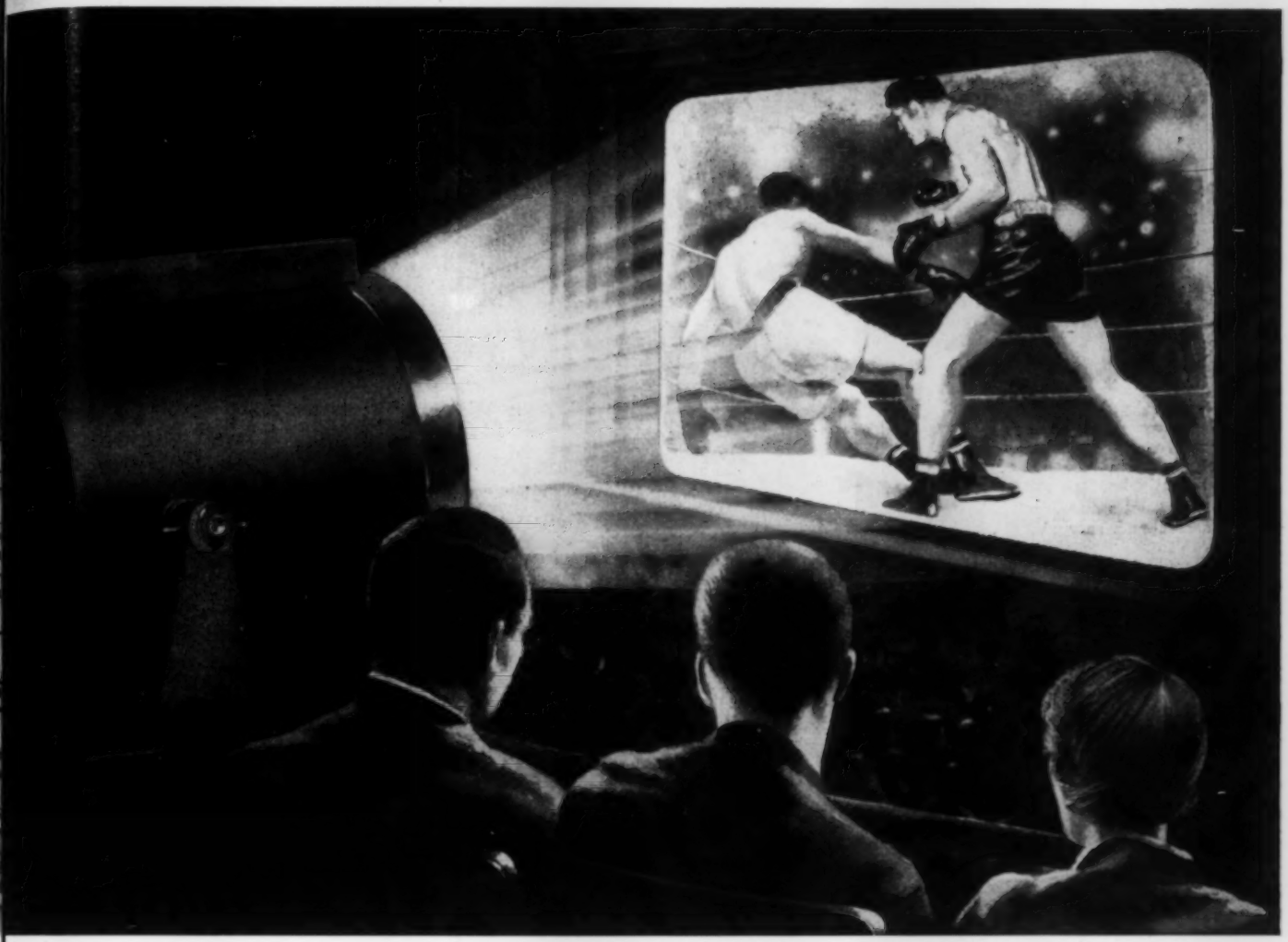
● Even though fulltime educational TV stations should be authorized, commercial stations would continue to have the same obligations as now to present balanced programming "in the public interest."

● TV can, and must be, the "strong right arm" of education in a threatening global trial of democratic philosophy—a test of ideologies in which "human fission" becomes of greater importance to the survival of our culture than atomic fission.

The educational TV cause re-

(Continued on page 100)

AMERICAN Television Productions Inc., Chicago, opened new offices and television studios at a cocktail party for agency radio and television personnel. Among those attending (l to r): Phil Stewart, radio and television director, Roche, Williams & Cleary; Harold Stokes, executive director, ATP; Clair Callihan, television executive, Leo Burnett; U. S. Sanabria, president of American Television Inc., and Owen Smith, account executive, Leo Burnett. Mr. Sanabria is autographing a recent Dick Jurgens' recording of two Sanabria songs.



New RCA Theatre Television System projects 15x20 foot pictures of television programs.

Giant size Television— "shot from a Barrel!"

● You've seen television. Now you'll see it in its finest form—giant projection of special events, transmitted *only* to theatres on private wires or radio beams to make movie-going *better than ever!*

Success of the system comes from a remarkable RCA kinescope, and something new in projection lenses. The kinescope, developed at RCA Laboratories, is in principle the same as the one on which you see regular telecasts. But it is *small*—only a few inches in diameter—and produces images of high brilliance. These are magnified to 15x20 feet by a "Schmidt-type" lens system like those used in the finest astronomical telescopes.

Because of its size and shape, the new projector is referred to by engineers as the "barrel." It's already going into theatres, where you'll be seeing giant television —shot from a barrel.

* * *

See the latest wonders of radio, television, and electronics at RCA Exhibition Hall, 36 West 49th St., N. Y. Admission is free. Radio Corporation of America, Radio City, New York.

Radio Corporation of America
WORLD LEADER IN RADIO—FIRST IN TELEVISION

RCA Improves Color

(Continued from page 73)

cluded color sets, a converter, and a "slave set" powered by a regular black-and-white receiver. To show the system's compatibility, color and monochrome receivers were set up side by side.

Utilizing the improved RCA tri-color tube, which now employs 600,000 phosphor dots as compared to 351,000 in last April's demonstration, the tests revealed none of the "changing" of colors which was apparent at the earlier showing.

Flesh tones were greatly improved, though witnesses sometimes observed a reddish cast. Particularly bright colored objects —especially reds—sometimes had a tendency to "bloom," reflecting their color on the contiguous edges of less brightly hued objects.

Baskets of fruits and vegetables, on the other hand, seemed to most observers to appear in natural color without these effects, which generally were more apparent in distance shots than in closeups.

Merchandise Displays

Soap boxes, coffee cans, and other displays of merchandise also showed up particularly well, in the opinion of most observers.

RCA officials said the reddish cast (sometimes greenish) which was seen occasionally could be solved by work on "tube balance," and pointed out that the "blooming" effect also occurs in nature. Halo effects which at times were discerned around images were attributed to faulty camera registration.

Brightness was measured by an independent engineer at the opening showing as 10 to 15 footlamberts on the point of a performer's white collar. Brightness in the range of 20 to 25 footlamberts was reported at a later showing.

As at the April demonstrations, observers were also impressed by the quality of the black-and-white picture which the colorcasts produced on standard black-and-white sets.

New Phosphors Used

Improvements in color quality were attributed in large measure to the development and use of new red and blue phosphors and the elimination of an optical filter which was employed before the new red phosphor was developed.

Officials said RCA also has made use of developments of the Hazeltine Corp., of which RCA is a licensee.

Manufacturers attending a Tuesday afternoon showing—the demonstrations are largely for RCA licensees—appeared highly enthusiastic about what they had seen.

"You can sell that," one declared. "That's the way to do it."

Others praised the "commercial" quality of performance.

Gen. Sarnoff refused to be drawn out, however, by an observer who wanted to know, "What do we manufacturers do?"

The board chairman made clear that RCA intends to continue work on its system and is willing to produce competitively with any other system.

By comparison with the more than 100-tube, three-kinescope model which RCA demonstrated in October 1949, the current color set contains 43 tubes including the single three-color picture tube. The picture tubes were 13½ inches, and officials pointed out that larger sizes are even easier to produce. They said the total number of tubes may also be reduced.

Washington Facilities

All of the programs originated at RCA-NBC's WNBW Washington studios 2¼ miles away from the demonstration scene in the WRC - NBC studios. The morning program was telecast by RCA's experimental KG2XDE on WNBW's Channel 4, while the afternoon showing was sent to the WRC control room by cable and broadcast experimentally on Channel 3.

"We do not pretend that RCA color is perfect, any more than black-and-white television has attained perfection," said Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs, "but scientific research will continue to effect improvements in both color transmission and reception.

"The great virtue of this all-electronic system is that it offers opportunity for continuing improvements. It does not have the limitations inherent in incompatible systems."

Asked by newsmen whether the RCA system is ready for commercial use, Dr. Jolliffe said he didn't think any system is—but that RCA's is more ready than the CBS system.

Gen. Sarnoff amplified the statement by pointing out that it would take one to two years to get into quantity production for any system —even assuming optimum production conditions—so that no system is ready in the sense that commercial color broadcasts will be available tomorrow or next week.

From the standpoint of establishing commercial standards, he emphasized, the RCA system is ready.

Pictures received on the color converter and "slave set" were generally considered somewhat inferior to those produced by the regular color sets, though the difference was not regarded as substantial.

Converter Problem

Both Gen. Sarnoff and Dr. Jolliffe observed that in the present state of the art no converter's performance can be expected to exceed 75% of the quality of a receiver especially built for color and that this degree can be attained only in a compatible system. Dr. Jolliffe said he felt RCA's converter was "at least" that good.

Dr. Jolliffe declined to estimate the future cost of "anything," in the present world conditions, but said he thought the RCA set in quantity production could be made to sell as cheaply as a CBS type receiver.

Eight improvements in the RCA system were noted: Improved color fidelity, improved picture texture, simpler circuits in receivers, increased picture brightness, increase in color dots on tri-color tube from 351,000 to 600,000, higher definition of color pictures, new red and blue phosphors, and improved color operations in the studio arising out of refined circuitry.

Dr. Jolliffe said he was confident that further improvements would be made, with better as well as larger pictures resulting.

Dr. E. W. Engstrom, vice president in charge of research, RCA Labs, opened the demonstration—appearing on the colorcast as master of ceremonies—by emphasizing that the showing was designed primarily to demonstrate the capabilities of the system rather than to entertain.

Termed 'Evolution'

Gen. Sarnoff noted that the demonstration was not a "revolution" but an "evolution" in fulfillment of RCA's promises and statements.

One newsman said he felt the court considering the color suit "ought to see this." The RCA board chairman, obviously pleased, observed: "You think so? Well, you might tell the court."

Another newsman asked whether RCA intended to use the demonstration in any way in connection with the court case. Gen. Sarnoff said there were no plans to do so "in any shape, manner, or form."

NBC officials on hand to witness the opening demonstrations included Board Chairman Niles Trammell, President Joseph H. McConnell, and Executive Vice President Charles R. Denny.

SARNOFF MEDAL

SMPTE Creates New Award

SOCIETY of Motion Picture and Television Engineers last week announced the establishment of the David Sarnoff Gold Medal, to be awarded annually for an outstanding contribution to television engineering.

Frank M. Folsom, president of RCA, proposed the award for the corporation, to be named for Brig. Gen. Sarnoff, chairman of the board of RCA. In addition to the medal, a bronze replica and citation will be included in the award, recipient of which will be chosen by a special committee composed of a chairman and four members who are fellows or honorary members of the Society.

Purpose of the award is "to recognize recent technical contributions to the art of television and to encourage the development of new techniques, new methods and new equipment which hold promise for the continued improvement of television."

nothing but smiles under our umbrella!

NOW – 92,972 SETS

WLAV-TV

CHANNEL 7 – GRAND RAPIDS

LIVE – INTERCONNECTED

Represented by John Pearson

TOURIST ADS

Canada May Place in U.S.

AMERICAN TV station operators can look to the Canadian government for a slice of the Canadian tourist advertising in 1951, according to Leo Dolan, director of the Canadian Government Travel Bureau.

At an Ottawa three-day annual meeting in late November of federal and provincial tourist bureau officials, Mr. Dolan stated he was considering use of paid advertising on U. S. TV stations to attract American tourists to Canada. Advertising would be largely in the nature of films, a number of which are now carried free by TV stations.

Mr. Dolan urged provincial governments to also look into using TV in the U. S. to attract tourists, following the successful use of the medium by the State of New York for that purpose. In 1950 Canadian tourist bureaus and Trans-Canada Airlines spent $2.1 million in advertising for tourist business, mostly in publications in the U. S.

MOVIE LOSSES

Skouras Blames Video

TELEVISION is to blame for the loss of 10 to 15% of the movie attendance in television areas, Charles Skouras, president, National Theatre chain, told members of the Hollywood Foreign Correspondents Assn. at a meeting early this month.

Expressing surprising frankness on a subject most theatre owners are loath to discuss, Mr. Skouras, whose chain represents 500 theatres, stated "our business has been hurt badly in areas of television reception. Our New York business has been very bad; our Chicago business has been very bad, and our business in Southern California has been very bad." In these and other TV areas business has been off 10 to 15%, he said, whereas in non-TV areas it is off only 2 to 4%. Hence "we know where to put the blame," he concluded.

"Television is here to stay," Mr. Skouras declared. "We may as well realize it." On this note he said that he hoped motion picture producers would "wake up to the fact" that television could be used to publicize pictures in the same way that radio, also at first feared by motion picture producers as competition, helped sell stars and films.

upcoming

Jan. 19: NAB TV Convention, Hotel Stevens, Chicago.

Jan. 23: Academy of Television Arts and Sciences annual dinner, Ambassador Hotel, Los Angeles.

April 11: Brand Names Day 1951, Hotel Commodore, New York.

April 15-19: NAB Convention, Hotel Stevens, Chicago.

April 20-21: Southwestern IRE Conference, Southern Methodist U., Dallas.

EDUCATION PLAN

Weaver Describes Project

A PLAN to preempt an hour of evening time per week from advertisers for presentation of educational and public service programs was described last week by Sylvester L. (Pat) Weaver, NBC vice president in charge of television.

Mr. Weaver, who hopes to have his ambitious educational-cultural project going full steam by the fall of 1951, spoke at a session of the Public Relations Society of America Dec. 3 at NBC's Center Theatre.

As currently conceived, the plan would entail presentation of such programs as operas sung in English, the NBC symphony and other serious music, classical dramas and specially produced reports and commentaries.

Mr. Weaver hopes that advertisers whose periods are preempted for the educational-cultural purposes will sponsor the public service substitutes for their commercial shows, but if such cooperation is not forthcoming, the network will try to get other organizations to underwrite the time costs with NBC-TV paying program costs.

"We want to present the issues of our times . . . with enough showmanship so that most of the people will watch the shows," Mr. Weaver said. "We in advertising know how to get visibility for ideas and acceptance for ideas. We can and will get acceptance of the idea that important issues and people of our time should be watched on television."

Mr. Weaver has named his project "Operation Frontal Lobes."

Other NBC executives who addressed the Dec. 3 session of the public relations group were:

Edward D. Madden, vice president in charge of television sales and operations; William F. Brooks, vice president in charge of public relations; Francis C. McCall, director of television news and special events; Ernest Walling, program manager for television; Richard Smith, makeup supervisor.

WAGE BOOST

TV Stagehands Get 8½%

AN 8½ percent wage boost for regular weekly stagehands at ABC-TV, CBS-TV, NBC-TV, DuMont Television Network, WOR-TV New York and WPIX (TV) New York, along with other wage and working condition adjustments were agreed upon by representatives of the companies and the Theatrical Protective Union, Local 1, of the International Alliance of Theatrical Stage Employes in New York last week.

Other provisions of the two-year contract, retroactive to last Sept. 1, included the creation of a new wage category of shop "head" to receive $5 per week in addition to the general increase, and provision for a 3% increase for extra daily stagehands.

Completes 300 TV sets— meets daily quota (at a cost of $4.70)

Delicate coils were needed by Midwest manufacturer to complete 300 TV sets . . . and Massachusetts supplier was 920 miles distant! Air Express assured delivery by 8 o'clock next morning, so manufacturer ordered 500 men to report for work. Shipment arrived 7:20 A.M. —production rolled! Shipping cost for 17-lb. carton only $4.70! Manufacturer uses Air Express regularly to keep business in high gear.

$4.70—and special pick-up and delivery included! Low Air Express rates cover door-to-door service. More convenient—easy to use. Just phone for pick-up! (Many low commodity rates. Investigate.)

Air Express goes on all flights of Scheduled Airlines. Shipments *move* —speeds up to 5 miles a minute! *Experienced* handling. Phone Air Express Division, Railway Express Agency, for *action*.

Air Express gives you all these advantages:

World's fastest transportation method.
Special door-to-door service at no extra cost.
One-carrier responsibility all the way.
1150 cities served direct by air; air-rail to 22,000 off-airline points.
Experienced Air Express has handled over 25 million shipments.

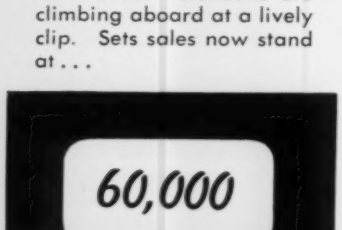
AIR EXPRESS
GETS THERE FIRST

Rates include pick-up and delivery door to door in all principal towns and cities

A service of
Railway Express Agency and the
SCHEDULED AIRLINES of the U.S.

It's like a four-ring circus—having the best shows from all four TV networks—and even more fun for 240,000 viewers.

No wonder Toledoans are climbing aboard at a lively clip. Sets sales now stand at . . .



And—as an added attraction, remember WSPD-TV bonus coverage in Northwestern Ohio and Southern Michigan.

There's still a spot for you. Why not climb on, too? Katz has the story. Get it today.

WSPD
TOLEDO, OHIO
A FORT INDUSTRY STATION
5000 WATTS ● NBC
Represented by
THE KATZ AGENCY, INC.
WSPD-TV
CHANNEL 13
Nat. Sales Hq. 488 Madison Avenue
New York 22. ELdorado 5-2455

telestatus

Weed Reports On Daytime TV

(Report 141)

OVER 235 hours a week are being devoted regularly to daytime television in the New York City area, according to an analysis of New York program logs by the television department of Weed & Co., New York, national radio and TV representative firm.

The report excludes special events such as football games and UN telecasts, and points out that the format of the shows are in the majority, simple and require a small amount of rehearsal.

The analysis shows that the half-hour period is the most popular with 205 programs of the 435 regularly scheduled shows in that time period. The quarter-hour segment is next with 114, followed by the full-hour with 59; five-minute news shows with 28; 75-90 minutes with 12; 45-minute with 11; and 3-hour show on six days a week.

Film offerings lead all other programs with 80 featured throughout the week; children's programs are presented 60 times weekly. News programs total 58; disc jockey programs, 36; cooking shows, 33; quiz and audience participation, 31; variety, 30; shopping programs, 28; interviews and forums, 26; homemaking shows, 23; educational programs, 12; sports, 8; religious, 6; and fashion and beauty hints, 4 times weekly.

More than 75% of the programs are scheduled Monday through Friday, weekly.

Tele-Que Reports On November Programs

MOST popular TV show in Los Angeles during November was *Hopalong Cassidy*, according to the latest Tele-Que ratings released by Coffin, Cooper & Clay, Los Angeles. The next four shows were reported as: *Spade Cooley Time*, Sunday movies, *Triple Theatre* and *Harry Owens*. Ratings cover the week Nov. 1-7 and are based on 791 viewing diaries.

* * *

Videodex Survey Released for November

JAY & GRAHAM Organization, Chicago, released last week the Videodex national report, covering 62 markets, showing the top 10 shows in the percentage and number of television homes. Period covered is Nov. 1-7.

	Program	No. Cities	% TV Homes
1.	Texaco Star Theatre	(60)	54.4
2.	President Truman	(44)	46.1
3.	Philco TV Playhouse	(57)	39.5
4.	Talent Scouts	(20)	37.9
5.	Toast of Town	(40)	36.0
6.	Comedy Hour	(58)	35.9
7.	Show of Shows	(56)	35.9
8.	Robert Montgomery	(30)	35.8
9.	Fireside Theatre	(29)	35.7
10.	Kraft TV Theatre	(41)	34.5

	Program	No. Cities	No. TV Homes (000)
1.	Texaco Star Theatre	(60)	4,458
2.	President Truman	(44)	3,109
3.	Philco TV Playhouse	(57)	3,074
4.	Comedy Hour	(58)	2,856
5.	Show of Shows	(56)	2,795
6.	Toast of Town	(40)	2,671
7.	Kraft TV Theatre	(41)	2,562
8.	Four Star Revue	(46)	2,513
9.	Fireside Theatre	(29)	2,451
10.	Original Amat. Hour	(55)	2,237

* * *

Canadian Set Total Nears 30,000

SALES OF television receivers in Canada in October totalled 4,267, according to a report of the Radio Mfrs. Assn. of Canada. The October sales are valued at $1,798,621, including taxes. This brings to a total of 27,680 television receivers sold in Canada with a combined value of $11,380,958. About half the sets sold are in the Windsor area, opposite Detroit, and about a third are in the Toronto-Hamilton area, within range of WBEN-TV Buffalo.

* * *

'Star Theatre' Heads Latest Nielsen Report

NATIONAL Nielsen television ratings released last week showed *Texaco Star Theatre* as the top program for the two weeks ended Oct. 21. In terms of the number of homes reached and the percent of TV homes reached the top programs were reported as follows:

HOMES REACHED IN TOTAL U. S.

Rank	Program	Homes (000)
1	Texaco Star Theatre	4,971
2	Colgate Comedy Hour	3,201
3	Philco TV Playhouse	3,192
4	Martin Kane, Private Eye	3,031

Weekly Television Summary—December 11, 1950, TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	5,700
Ames	WOI-TV	26,258
Atlanta	WAGA-TV, WSB-TV	67,800
Baltimore	WAAM, WBAL-TV, WMAR-TV	240,476
Binghamton	WNBF-TV	27,154
Birmingham	WAFM-TV, WBRC-TV	27,500
Bloomington	WTTV	11,340
Boston	WBZ-TV, WNAC-TV	580,245
Buffalo	WBEN-TV	149,331
Charlotte	WBTV	43,504
Chicago	WEKB, WENR-TV, WGN-TV, WNBQ	679,417
Cincinnati	WCPO-TV, WKRC-TV, WLWT	209,000
Cleveland	WEWS, WNBK, WXEL	349,319
Columbus	WBNS-TV, WLWC, WTVN	114,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	82,544
Davenport	WOC-TV	32,199
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	140,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	355,504
Erie	WICU	42,576
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	82,544
Grand Rapids	WLAV-TV	82,972
Greensboro	WFMY-TV	35,901
Houston	KPRC-TV	52,828
Huntington-Charleston	WSAZ-TV	30,000
Indianapolis	WFBM-TV	102,000
Jacksonville	WMBR-TV	22,000
Johnstown	WJAC-TV	45,025
Kalamazoo-Battle Creek	WKZO-TV	53,589
Kansas City	WDAF-TV	73,565
Lancaster	WGAL-TV	68,474
Lansing	WJIM-TV	32,500
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KTLA, KTSL, KTTV	796,865
Louisville	WAVE-TV, WHAS-TV	60,250
Memphis	WMCT	64,424
Miami	WTVJ	45,000
Milwaukee	WTMJ-TV	176,989
Minn.-St. Paul	KSTP-TV, WTCN-TV	188,100
Nashville	WSM-TV	12,600
New Haven	WNHC-TV	109,700
New Orleans	WDSU-TV	41,853
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,720,000
Newark	WATV	Inc. in N. Y. Estimate
Norfolk	WTAR-TV	44,545
Oklahoma City	WKY-TV	54,633
Omaha	KMTV, WOW-TV	49,900
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	695,000
Phoenix	KPHO-TV	17,400
Pittsburgh	WDTV	180,000
Providence	WJAR-TV	95,560
Richmond	WTVR	47,363
Rochester	WHAM-TV	61,117
Rock Island	WHBF-TV	32,199
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	33,950
San Antonio	KEYL, WOAI-TV	34,150
San Diego	KFMB-TV	67,000
San Francisco	KGO-TV, KPIX, KRON-TV	114,686
Schenectady Albany-Troy	WRGB	116,100
Seattle	KING-TV	50,100
St. Louis	KSD-TV	206,500
Syracuse	WHEN, WSYR-TV	80,923
Toledo	WSPD-TV	60,000
Tulsa	KOTV	48,150
Utica-Rome	WKTV	30,200
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	205,835
Wilmington	WDEL-TV	50,865

Total Markets on Air 63 — Stations on Air 107 — Estimated Total Sets in Use 9,239,000

Editor's Note: Totals for each market represent estimated sets within televiewing area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

Telestatus

(Continued from page 78)

Rank	Program	Homes (000)
5	Stop Music (Lorillard)	2,952
6	Arthur Godfrey	2,930
7	Toast of the Town	2,832
8	Fireside Theatre	2,772
9	Show of Shows (Participating)	2,732
10	Show of Shows (Snowcrop)	2,706

% TV HOMES REACHED IN PROGRAM STATION AREAS

Rank	Program	Homes (%)
1	Texaco Star Theatre	63.6
2	Fireside Theatre	47.5
3	Colgate Comedy Hour	44.5
4	Lights Out	42.3
5	Philco TV Playhouse	41.3
6	Lucky Strike Theatre	41.1
7	Show of Shows (Participating)	41.0
8	Mama	40.9
9	Lone Ranger (General Mills)	40.8
10	Man Against Crime	40.1

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Color Fireworks

(Continued from page 73)

"refused" to look at RCA improvements, the newspaper cited RCA's July 31 letter and Progress Report and quoted from RCA's Sept. 28 petition, which said refusal to consider the findings of the Condon Committee and the Progress Report "was to turn its back on evidence when the Commission had an obligation to look."

Answering Mr. Coy's reference to "this lie about the Commission refusing to look at improvements in the RCA system," the *Daily News* said:

We can't poll all of our readers about Mr. Coy's three-lettered word, but we certainly agree with Mr. Coy that in view of the unrefuted documents we have just quoted from, statements that FCC doesn't want to look at improvements in the RCA system certainly are likely to be believed.

Finally, the whole world, including Mr. Coy, knows that dishonesty does not mean specifically getting gold out of a little black bag in a little green house on K St., in Harding Administration style.

There is intellectual honesty, and intellectual dishonesty, too.

Washington 'Helpers'

Washington is full of well-to-do boys who know legally how to help a friend. There are lads who, as Government officials, accept compromises and later turn up in law firms of outfits which got the settlement. There are lads who, as officials, approve Government loans and then turn up as well-paid executives of the enterprises which get the money. There are graying New Deal crusaders now in private practice, selling their entree to bureaucracy's private offices. There is the official interpretation, which, ethical as all hell, hides behind the letter of the law to help a friend.

Whether or not Mr. Coy and the editor of this newspaper indulge in a boring "you're another" campaign will not add or subtract from cynical speculation if FCC refuses to consider this latest television devolpment on its merits, and instead persists in holding to a decison which, except for the war crisis that keeps color sets from being produced in mass quantity, would cost television owners and dealers literally hundreds of millions of dollars.

Anyway, as Fred Othman said in his column yesterday, "Commissioners, I'd suggest you pull your hats down over your eyes and sneak in for a look."

Mr. Terry (l) queries Sen. Johnson during KLZ broadcast

Chairman Coy came back promptly with a letter to Daily News Editor John T. O'Rourke.

On the suggestion of "sneaking in for a look," Mr. Coy replied that "it is not necessary for us to do that. On Oct. 10, as I have stated before, the Commission prescribed the way in which we would take a look at any improvements or any new color television system. It will be done openly and above board and pursuant to the requirements of law."

He denied again that RCA had requested a reopening of the color record before the issuance of FCC's Sept. 1 First Report on color. As to the July 31 letter accompanying the RCA Progress Report, he said:

. . . the point has not been emphasized that the Commission and its staff could not take a look at the improvements and in any way consider what they saw in connection with the color television decision because what they would see when they looked would not be a part of the record in the proceedings which had been closed on May 26, 1950. The requirements of the law are that evidence to be considered must be submitted on the record and those testifying are subject to cross-examination.

In the instance we are discussing (the RCA letter of July 31, 1950) there was no request for the reopening of the record and it is clear that unless the record was reopened for the purpose the "look" which the Commission and its staff were invited to have would have been outside the record and intended only for the purpose of influencing a decision with evidence outside the record. And more than that, to repeat, we were urged by Gen. Sarnoff himself to have no delay in reaching a decision in the case.

. . . The Commission had to decide the case on the basis of the record, but in making its decision on the record evidence before it, it provided a proper procedure for taking a "look" at the improvements in any system, including RCA's, and any improvements in any other color television systems or any newly proposed color television systems. . . .

Meanwhile Mr. Coy released a copy of another letter—this one to W. F. Kennedy, president of the Ott-Heiskell Co. of Wheeling, W. Va., who had inquired whether it was true FCC asked RCA to turn over models of its tri-color tube to CBS. If true, Mr. Kennedy wrote, the procedure is "unthinkable" and "very unfair, not to say unethical."

In reply Mr. Coy cited RCA witnesses' testimony that the tri-color tube could be used on the CBS system, and quoted Gen. Sarnoff as testifying that, if the CBS system were adopted, RCA "would make and sell tubes, including our tri-color kinescopes, and parts, to anyone," and that FCC "is fully entitled to whatever information we have on this tube, to whatever demonstrations we can make, and that we are only happy to do so."

The letter also pointed out that RCA, with its Progress Report of July 31, said "it is hoped that the supply of tubes will be such that samples can be made available to the industry in the fall for their own study and development work."

Mr. Coy said he felt that "in light of these representations proffered by RCA's top officials" the Commission "had a sound basis for its desire to view a demonstration of the tri-color tube on the CBS system, and for its expectation that RCA was prepared to cooperate in effecting such a test.

"In fact," he said, "on Oct. 13, 1949, Dr. Charles W. Geer, holder of a patent on a tri-color tube, testified that he had received a letter from Dr. Jolliffe [C. B. Jolliffe, executive vice president in charge of RCA Labs] asking if Dr. Geer had available a tri-color tube which could be used in connection with the RCA color system."

The FCC request to RCA to turn over to CBS models of its tri-color tube has been refused by RCA "until we have completed our research work" [BROADCASTING • TELECASTING, Nov. 6, 13].

JOHNSON

Looks at Freeze, Color TV

VIEWS on the freeze and color TV were given by Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, in a radio interview with Hugh B. Terry, general manager of KLZ Denver, Dec. 2.

On KLZ's *Let's Talk It Over* program, Sen. Johnson said he had hopes that the FCC freeze on TV applications will end by April of 1951 "or no later than July 1" that year. He estimated that the end of March 1952 was the earliest Denver could be expected to have television.

In regard to color television, Sen. Johnson told the radio audience that "CBS has a system which is farther advanced than any other system." He praised color for "dimension, depth and shading," and praised KLZ for amending its TV application to include color plans [BROADCASTING • TELECASTING, Oct. 30]. Asked whether the color issue could be prolonged indefinitely in the courts, Sen. Johnson replied in the negative, saying he didn't think "the courts would block the development of science and deny the best television to the people on any kind of injunction."

The One and Only...

the only TV station that can sell your products to this prosperous TV audience

the only tv station located in this large thriving Pennsylvania market — **Lancaster, York, Lebanon, Reading, Harrisburg** and adjacent areas. In addition to its ability to do a profitable selling job for you, WGAL-TV is ideal for market tests . . . the area is compact, its industry diversified, economy stabilized, rates are reasonable. With top shows from four networks; NBC, ABC, CBS and DuMont and good local programming, WGAL-TV assures you a consistently high and growing audience. It's important to investigate.

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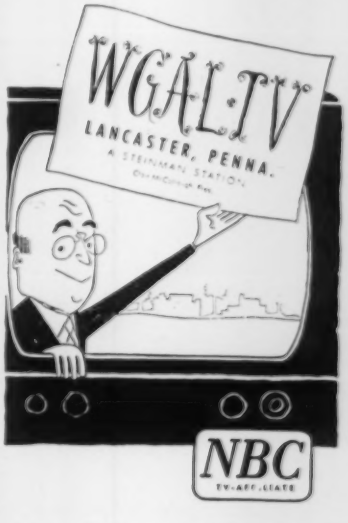


CD Communications

(Continued from page 26)

week when the American Municipal Assn., meeting in Washington, proposed to Congress that a civil defense department be set up within the defense establishment. The association, which has been sharply critical of civil planning on the government level, reasoned that a civil defense secretary within the Dept. of Defense thus would have equal status with officials of the three major armed services.

The civil defense administrator could become "an absolute dictator" with great confiscatory powers, under the measure as it now stands, Rep. Carl Vinson (D-Ga.), chairman of the House Armed Service Committee, declared last Thursday. Sen. Eugene Millikin (R-Col.) termed the legislation as "too controversial."

Mr. Wadsworth, upon questioning by the House subcommittee, agreed that the bill could be clarified, attaching strings to certain of the administrator's powers of authority.

Current legislation on Capitol Hill authorized the administrator to:

- Prepare comprehensive national plans and programs for civil defense, including plant protection not provided by other agencies.
- Request reports on state plans and operations.
- Review civil defense activities of other government departments and agencies, including the Dept. of Defense.
- Make apropriate provision for "necessary" civil defense communications and warning systems.
- Study measures designed to develop equipment or facilities to meet or prepare for enemy attacks.
- Disseminate civil defense information by all means and exchange such data with other countries.
- Assist and encourage the states to negotiate interstate civil defense pacts.
- Arrange for training programs for instruction of local defense officials.
- Procure, maintain, construct or lease in "real and personal property," including communications equipment and buildings to meet enemy attacks with right of taking over "immediate possession."
- Make financial contributions to the states for civil defense purposes, including—but not limited to—procurement and construction of equipment and facilities.

Other provisions: (1) Congress would give its consent to interstate pacts for civil defense providing for interchange of equipment. (2) The Secretary of State, after consultation with the administrator, could enter into agreements with foreign countries. (3) States would organize defense corps from volunteers.

Most of the provisions of the Atomic Age Civil Defense bills also were contained in the President's executive order removing civil defense from NSRB and operating it as an agency while Congress debates the bills. Heading communications is Robert Burton, formerly of the State Dept. He plans to add additional personnel to his staff in the months ahead.

MUSIC 'LEAK'

Union Bills N. Y. Outlets

ALLEGING "leakage of music" over WABD(TV) New York and WPIX(TV) New York during recent telecasts of a rodeo and horse show in Madison Square Garden at which a live band played, Local 802 of the American Federation of Musicians last week billed the stations for $20,000 in musicians' fees.

Neither of the stations would comment on the matter. But they are understood to have put $20,000 in escrow with Local 802, pending an appeal to the AFM executive board.

GATE GUARANTEE

Admiral to Pay Rams $180,000

ADMIRAL Corp. and Southern California distributor Herbert H. Horn Inc. Los Angeles, will pay $180,000 on its guaranteed gate attendance to telecast eight Los Angeles Rams pro football games over KNBH (TV) Hollywood this past season. NBC loss will be about $60,000 being written off as station exploitation and promotion. If charges were made for time, pick-ups and production crews, NBC loss would have been $125,000.

NBC-KNBH (TV) was given first refusal on possible playoff game for title in Los Angeles Coliseum Dec. 17, but wasn't interested in paying $75,000 flat fee or $160,000 gate guarantee.

Ziv Sales

ZIV TELEVISION Programs has announced five additional sales for its *Cisco Kid* film production to Mission Macaroni, over KING-TV Seattle; Huber Baking Co., over WDEL-TV Wilmington, Del.; Stroehman Brothers Baking Co., over WNBF-TV Binghamton, N. Y.; General Ice Cream Co. and Gioia Macaroni, over WHEN (TV) Syracuse, N. Y., and WBNS-TV Columbus, Ohio.

TV 'ADVERSE' EFFECT

Cited by Big Ten

LIVE or simultaneous telecasting of college football games has an "adverse" effect on attendance, the television committee of the Big Ten conference reported Thursday in Chicago. The three-man committee was careful, however, to qualify it, adding that the conclusion was based on "evidence" submitted to them and that the effect was "adverse in varying degrees."

The lengthy report was presented to athletic directors of Western Conference schools Thursday, the second of a five-day meeting at the LaSalle Hotel. The TV committee includes Douglas R. Mills, H. O. Crisler and Ted Payseur, athletic directors of the U. of Illinois, U. of Michigan and Northwestern U., respectively.

Their report, described as "voluminous," was slated for discussion at a joint meeting of athletic directors and faculty representatives Friday. It was divided into four classifications:

(1) A review of the Big Ten's existing TV policy (permitting only delayed telecasts) and the reasons for its adoption, (2) a review of the effects of live or simultaneous TV on sports attendance, with "particular" reference to football in recent months, (3) consideration of the present TV policy relative to the second point, and (4) consideration of possible TV policy for 1951, with emphasis again on football.

Conference attendance in 1950 dropped about 3% from the all-time high of 1949, the report shows. The decline was attributed primarily to the loss when a Big Ten team played against a school outside the conference area which permitted live telecasts. Secondary reason was the telecasting of non Big Ten games in Big Ten areas, when "undesirable" end-zone seats remained unsold.

The committee pointed out, for example, that the Iowa-Southern California game at California drew a crowd of 45,167. The "only comparable figure" to contrast with this was the 90,910 paid admissions to the Iowa-UCLA game in 1947, which was not telecast, the committee said. Data which it considered was reported by other conferences, independent schools, professional football and baseball associations and other sports enterprises. Although the Big Ten group or committee will make no specific recommendations, it is expected they will also get the thinking of the college presidents.

Follow NCAA Policy

In any event, a Big Ten spokesman said the group will abide by any video policies set by the National Collegiate Athletic Assn. when it meets in Dallas in January.

Problems still confronting the conference on TV centered Friday on whether the ban against live television should be continued and, if so, what effects live telecasting of other conference games would have in the Big Ten area; the results if an OK to theatre television and a negation of live were given; what would be done to "make up the slack" financially if live TV is okayed and attendance drops. Regarding the last point, possible answers could be a levying of expensive sports rights charges for sponsors to pay, subsidy by the state legislature or a readjustment of the school budget.

The problem was described as "one of exploration pending the NCAA convention." The Big Ten would probably call a special January meeting after decisions on TV policy at the convention.

The full report of the television committee was not and is not expected to be released.

Robert H. O'Brien, secretary-treasurer of United Paramount Theatres, reported to the group on the progress of Big Ten football telecasts in three movie theatres this fall, the Tivoli and State Lake in Chicago and the Michigan in Detroit.

In Chicago, where admission was $1.20 at both theatres, the State Lake attracted 11,708 paid admissions on the six Saturdays games were telecast. The total attendance for the same Saturdays last year was 7,272. The Tivoli sold seats to 7,952 this year, while a year ago the total was only 1,709. In Detroit, U. of Michigan games brought 7,359 persons into the theatre. There were only 3,694 last year.

Mr. O'Brien described the experiment with the Big Ten as an "outstanding success," and said results "fulfilled every expectation."

AD COUNCIL PROJECT

Allocation Set Dec. 17

HE ADVERTISING Council's w television allocation plan, hich goes into effect Dec. 17, al-ady has been accepted by 23 dvertisers as well as the four TV etworks, Lee H. Bristol, presi-ent, Bristol-Myers Co., and vice hairman of the council's board, id Monday. He added that he pects the total of participating dvertisers to reach at least 75 in e next few weeks as the plan ets underway.

The TV plan is modeled on the dio allocation plan which has erated so successfully for more an eight years through the teadfast support and cooperation most of the nation's national dio advertisers, the radio net-orks and a number of regional dvertisers," Mr. Bristol ex-ained. The plan is extremely ad in scope, he noted, pointing t that during this year alone dio advertisers, agencies and etworks shared time with more an 60 private and government encies, scheduled radio support 19 top-priority public service mpaigns and gave additional lp to 34 other causes.

Scheduling Procedure

Mechanics of the plan are sim-e. A schedule of programs par-icipating in the plan is kept at e council and sponsors are noti-d three or four weeks in ad-nce that on a certain date a essage for a particular cam-aign should be included in the ogram's telecast. No "canned" essages are used; instead the uncil sends fact sheets regard-g the campaign to the advertiser a basis for his message, but the iting and the decision as to at form it should take on the are left entirely up to him. in radio, weekly TV programs ll be asked to carry a public rvice message once every six eks; five-a-week programs once ry three weeks.

A campaign to reduce holiday traffic accidents by urging drivers to be particularly careful is the first council TV project, Mr. Bristol said, commenting that this peacetime project was scheduled before the Chinese Reds invaded Korea. However, he added, "television is a flexible medium of mass communication and the cooperating advertisers and networks stand ready to take on any emergency campaign which our national leaders deem necessary for defense. In other words, this schedule is subject to change on short notice. This new weapon is now ready and we will respond quickly and spiritedly to marching orders."

Networks Approve

Niles Trammell, board chairman of NBC, and Mark Woods, vice chairman of the ABC board, members of the council board's radio and TV committee, attended the news meeting at which the TV allocation plan was announced and added their endorsement of the plan to that of Mr. Bristol, pledging the full cooperation of their networks. Mr. Bristol read messages from Frank Stanton, CBS president, and Chris Witting, manager of the DuMont TV Network, assuring the council of complete cooperation from these networks as well.

TV sponsors already agreeing to participate in the TV allocation plan include: American Tobacco Co., Borden Co., Bristol-Myers Co., Electric Auto-Lite Co., Esso Standard Oil Co., Firestone Tire & Rubber Co., Ford Motor Co., General Electric Co., General Foods Corp., General Mills, Gillette Safety Razor Co., Household Finance Corp., S. C. Johnson & Son, Kraft Foods Co., Liggett & Myers Tobacco Co., Thomas J. Lipton Inc., Miles Labs Inc., Philip Morris & Co., Procter & Gamble Co., R. J. Reynolds Tobacco Co., Joseph E. Schlitz Brewing Corp., Standard Oil Co. of Indiana, and Texas Co.

In addition, the council's public service messages will be telecast on such sustaining TV shows as *Ransom Sherman Show, Who Said That? Garry Moore Show, Big Top, Club Seven*, etc.

CUBAN TV PLANS

New Station at Santa Clara

UNION Radio Television S. A. Havana, operator of Cuba's only TV station, CMUR-TV Havana, which made its debut Oct. 24, is planning a second TV station at Santa Clara, to be programmed from Havana via a radio relay circuit spanning the 200 miles between the two Cuban cities, Irving Later, New York representative of the company, told BROADCASTING • TELECASTING last week. His organization hopes to have its second video station in operation early in 1951 and now is negotiating with RCA, which built CMUR-TV, to erect the relay connections as well as the new station.

CMUR-TV, Mr. Later reported, has just signed Procter & Gamble Co. to sponsor *Musical Circus*, 5-6 p.m., Mon.-Fri., and Crosley Div. of Avco to sponsor a half-hour morning domestic science video program, also across-the-board. Both contracts were placed through the Havana branches of the companies, he said.

Union Radio S. A., AM affiliate of Union Radio Television, operator of a 14-station Cuban network, will increase its scope to 16 stations in January by erecting new 250 w stations at Matanzas City and Pinar Del Rio City, Mr. Later said. Three other stations of the network have been granted power increases: Santa Clara from 1 kw to 5 kw, Sagua La Grande from 250 w to 1 kw and Cienfuegos from 250 w to 1 kw.

AT&T HEARING DELAYED

Set for Dec. 18

ART of FCC's investigation of e AT&T allocation of TV coaxial ble and radio relay time among e four networks was postponed ursday until Dec. 18, to permit ther network-telephone com-ny conferences looking to a pos-le settlement [CLOSED CIRCUIT, c. 4].

The week's delay in the hearing, ich had been slated to start to-(Dec. 11), was authorized ough the granting of a petition d by the chief of FCC's Com-n Carrier Bureau on behalf of TV networks — NBC, CBS, C, and DuMont—and the AT&T. f the networks reach a satis-tory voluntary agreement on the allocation of usage of the intercity TV facilities, the hearing would be called off. If not, it would open next Monday as scheduled. A partial agreement would limit the scope of the investigation by that much and might also delay the start of the hearing.

Want Quiet Settlement

Commission authorities obviously prefer to have the question settled amicably by the networks themselves. The investigation was ordered after the networks' failure to agree on a time allocation for the current quarter forced AT&T to make an arbitrary apportionment, whose terms brought protests from both DuMont and ABC [BROADCASTING • TELECASTING, Oct. 23].

Last week's round of network-AT&T conferences got under way Monday afternoon immediately following a pre-trial meeting to discuss hearing procedures.

FCC Examiner Hugh B. Hutchison, assigned to preside over the hearing, and Stratford Smith, FCC counsel, made clear in the pre-trial conference that FCC would encourage further negotiations looking toward a "constructive solution" and would lend the facilities of its staff in such negotiations if desired.

The petition for a one-week delay

(Continued on page 101)

Sandy Spillman, KPIX program director and special events chief, headed the camera crew in bringing viewers on-the-spot coverage of Northern California's recent flood areas.

In a KPIX Navion, Spillman and his men covered the flood disasters from the air and ground, wading through rising waters to interview flood victims.

KPIX's flood coverage marked another exclusive for the pioneer station, which earlier this year brought viewers a first hand report from the war front, when Spillman covered the Korean combat area for KPIX viewers.

SPORTS AIRINGS

Basketball season is now underway in the San Francisco Bay Area, with KSFO airing twenty-five of the inter-collegiate games for Tidewater Associated Oil. Sportscaster Jack Shaw handles the mike.

Also on the sports lineup for KSFO airing, are the S.F. Seals' Baseball Games sponsored by Regal Amber Brewing Co., for the third consecutive year. Don Klein will bring the play-by-play account to baseball fans throughout the 1951 Pacific Coast League season.

SCREENINGS: Via micro relay from Los Angeles, KPIX will transmit the Rose Bowl Game—gridiron classic of the West—on New Year's Day. . . .the game will follow a colorful three hour telecast of the Tournament of Roses Parade.... a new series on Channel 5 is Saturday's "Kiddies' Matinee", which includes two hours of programming especially designed for the "little people"....a special film presentation, highlighting top news events of the year, will also be featured on KPIX, Jan. 1.

KPIX CHANNEL 5
Represented by The Katz Agency, Inc.

560 KC KSFO 560
Represented by Wm. G. Rambeau Co.

SAN FRANCISCO

Video's Growing Pains

(Continued from page 72)

revamping the studios and offices of WSPD-AM, he said, reporting that the "resulting elimination of burdensome overhead charges has materially contributed to our financial health."

"Keep the staff of your station low in numbers but high in quality," was Mr. Wailes' rule number two. He noted that executives, announcers and many other station employes can effectively combine TV with AM duties and reported that his company has found it "very advantageous to handle both AM and TV with one sales staff." A number of advertisers, he said, have gone into TV while retaining their AM schedules, which "would not have been true in many cases had we used separate sales staffs."

"Constantly study the costs of your programming and make substitutions where savings can be made without sacrificing quality," he urged. He said his company, by using staff talent almost exclusively and by wise film buying, has made its local programming produce profits instead of losses.

His fourth rule, "pursue a fair but aggressive policy with respect to your rate card," he explained by noting that, compared to radio stations, TV stations are costly to buy and to operate, and that television as an advertising medium "is effective to a degree never before even approached." "These two facts make an aggressive rate policy not only imperative but thoroughly justifiable," he stated.

Finally, Mr. Wailes warned TV station operators to "avoid impulsive or ill-considered expansion of your daily hours of operation. Expand only as you are able to afford it."

Film Problems

Telecasters were asked point blank whether they want films made specially for TV and if so on what basis, by Ralph M. Cohn, manager of Screen Gems Television Dept. of Columbia Pictures Corp. Early this year, Mr. Cohn reported, his company made some sample TV films and showed them to 25 stations from Boston to San Diego, getting from 22 stations an enthusiastic response both as to film content and price. But when Columbia tried to get written commitments, the TV broadcasters all shied away, he said.

To guide film producers in their video thinking, Mr. Cohn asked the TV broadcasters for answers to five specific questions:

"First, do you want film programs produced especially for TV? Second, if you do, will you commit yourself to buy a program you like on the basis of a sample? Third, will you sign a conditional contract, knowing that a producer must have a certain minimum number before he can go into production? Fourth, should we ignore you completely and go directly to the local advertiser or his agency? Fifth, when we ask you for advice as to the value of the program and its desirability, can we depend on what you tell us?

"If you want this solved so that you won't be dependent on the networks for your programming, where you sell time at a fraction of your card rate, or on the necessarily low-cost locally-produced live show, then help us to help you," Mr. Cohn urged. "If you don't, then we must follow one of two courses—either make films for national advertisers where we have but one sale to make and one customer to please, or abandon the field altogether.

Need Decision

"Possibly I am premature in assuming that the time is ripe for producing TV film to be sold directly at the local level," he concluded. "Possibly we need to wait until the freeze is lifted and this becomes a country with 400 TV stations and 25 million sets. If so, then tell us this and we'll wait. Just don't be apathetic and uncommunicative. We can't take that."

Discussing the role of film in TV network programming, George T. Shupert, vice president, Paramount Television Productions, reported that some 6,500 hours of programming will be film-recorded by the four TV networks this year, mostly off the tube—850 hours for DuMont, 1,750 for CBS, 1,900 hours for ABC and 2,000 hours for NBC. A large percentage of these recorded programs are not produced solely for non-interconnected stations, he noted, with CBS, for example, reporting approximately 75% of its film goes to cable-connected stations unable to clear time to carry the shows live.

In addition to these kinescope recordings, the networks carry "a fair number of programs filmed expressly for television," Mr. Shupert said, noting that General Mills spends $13,000 per film for the *Betty Crocker Show*, $15,000 for *The Irwins* and another $15,000 for the *Lone Ranger;* Procter & Gamble's *Fireside Theatre* costs that company $14,500 per film, and other films range from $3,000 for *Party Time in Club Roma* to $22,500 for *Magnavox Theatre.*

Asked a year ago by several TV stations for film transcriptions of top-rated programs on the Paramount station, KTLA (TV) Los Angeles, Paramount is now supplying filmed programs to 42 stations in 40 markets on a network basis, Mr. Shupert said.

"I see no reason why television must follow the network pattern established by radio," Mr. Shupert concluded. "Certainly radio and television have much in common, but just as certainly all factors are not parallel. The initial costs of equipment, installation and operation are far greater in TV. Local stations are finding it difficult to operate on the small return they receive from the networks. The problem of inadequate cable facilities to serve all the networks may continue with us for some time under wartime materials restrictions. Multi-network affiliations and time zone differences really complicate the TV picture. Perhaps I am prejudiced, but film appears to me to supply nine-tenths of the answers to our TV programming troubles."

Speaking on the topic "Steps Toward Reducing Expenses," G. Bennett Larson, vice president and general manager, WPIX (TV) New York, pointed out that as an independent TV station in the highly competitive New York market, WPIX has from the outset had to "learn to cut corners in production costs so that even the most modest-budget advertiser can afford to get into television advertising." Describing some of WPIX's most successful efforts, he said:

"Our policy is to adopt across-the-board features that run for an extended period of time. This technique has eliminated expensive investments in space, scenery, stage hands and money that we can't afford to spend for a lot of miscellaneous talent. We take what we have to spend and do as good a job as we can by stretching it. We can't afford to put on extravaganzas like the 2½-hour *Show of Shows* but we are very much in favor of 'block' programming, filling large periods of time and holding the audience.

Economies Necessary

"We never provide more than two cameras for a show unless the client is willing to absorb the extra cost. We seldom can afford to buy a first-run movie. We simply tell the customer that if a person hasn't seen the picture it's still first-run to him. There are a lot of people who haven't seen many first-run movies from the 1930s and 1940s and with a couple of million sets in the New York area we still have a large potential audience."

Noting that TV stations are "licked" unless they operate with minimum expenses and personnel, Mr. Larson declared: "We've got to think about buying wholesale—films, talent and so forth—and at the same time insure the security of our employes and our investors. In the past we've been in long-term planning; there have been too many 'todays' and not enough 'tomorrows.' Extra rehearsals, extra cameras and extra personnel are all items that bulge the budget. And here's a tip you need if you need to hire somebody on Monday, don't hire him until two weeks from Monday—until you're certain you need him!"

"In a one-station market, any move you make you're damned if you do and damned if you don't—you can't win," Donald A. Stewart, general manager, WDTV (TV) Pittsburgh, told the TBA clinic. "Three thousand people blasted WDTV for carrying the opening of the Metropolitan Opera; others loved it. Thousands pleaded with us to carry *Studio One* on Monday nights; yet newspapers, telephone and letters pleaded with us to continue wrestling. We try to please most of the people most of the time and what more can you do?

Although WDTV is owned by Allen B. DuMont Labs it does not confine its network programs to those of the DuMont TV Network, Mr. Stewart said, but maintains an almost perfect division of 25% of total network time to each TV network. The same policy of giving everyone an equal break is followed locally, which means "walking the tight rope" in a city like Pittsburgh, where business is good and competition high, he said.

WDTV Experience

In less than two years of operation, WDTV has, in addition to network programs, had 574 different advertisers on the station with over 90 script programs, Mr. Stewart said, adding that another record was set when the WDTV studios were opened with 32 hours of live studio programming under contract. He recalled that the big joke of the last TBA clinic was that the Pittsburgh station didn't even have a camera and reported that it now has five, "paving for in what we think may be a sanrilege in TV where everyone boasts of big losses—out of profit

WPIX OFFERS

Facilities to Education Bo

WPIX(TV) New York, which in spring made its facilities availa to the mayor of that city for weekly TV report to the peo has now offered its facilities to New York City Board of Edu tion.

Offer was announced Friday G. Bennett Larson, vice presi and general manager of the *York News* TV station, at the c clusion of a talk at the TBA T vision Clinic at New York's W dorf-Astoria (see story page 72

Mr. Larson pointed out that already heavy expenses of mun pal government would make it tually impossible for New York operate its own TV station.

"Because of our concern, we going to take this opportunity publicly announce that WPIX anxious to further this educatio program and as of now make time and facilities available to New York City Board of Edu tion for the development of a r ular educational program sch ule," he said. "I hope they acc this offer and in working with th we hope they'll be able to m enough use of our time and fac ties to accomplish their aims."

....for the finest in professional tape recording equipment

STANCIL-HOFFMAN CORP.

HOLLYWOOD 38, CALIFORNIA

ich we think is sensible and ght even come under the heading good business."

Alexander G. Ruthven, president of Michigan, reviewed the uni- sity's weekly hour on WWJ-TV troit, launched this fall as a co- erative venture of school and sta- n, and reported that "registra- n in the two courses in the pro- m passed 600 in the first month, h many thousands viewing and tening to the programs who do register.

"To professional people in tele- ion and radio, 600 may not em a large number, but to those us in education it is gratifying," said, noting that half of the tion's colleges have fewer than students; that the TV program only getting started and, "per- s more significant still, that ple pay a few dollars and keep touch weekly with the univer- ."

"We anticipate that the number l grow rapidly," Dr. Ruthven d. "Our telecourse in photo- phy, to be started in January, ady has an advance registration excess of 100—a measure of gs to come." Noting that the versities have much to offer evision, he urged the commercial station operators to "be just as rt to seek programs in our col- es and universities as on Broad- y or in Hollywood."

Warning on Research

Warning telecasters not to sell mselves short in research, as dio broadcasters have, E. L. eckinger, research director, Biow , and president, Radio-Televi- n Research Council, declared t the lesson history teaches out radio measurements is that ey did not go far enough to ve radio fully and thus to save dio, now that radio needs all in- sive measurements most."

By taking the family as the tening unit, radio unwisely cored out-of-home listening, lis- ing on second and third sets and like, he said, noting that such tening might well take up "quite part of the gap which TV is rowing into the measured radio dience. Wouldn't that be a werful weapon for your radio esman to have in his hand while competing with your TV sales- n (or someone else's TV sales- n)?" he asked.

In TV research, "let's get the ole audience," Mr. Deckinger ged. "Command us, the re- archers, to develop a best way to asure individual listening with ich researchers in general will satisfied. Don't let anybody tell it's impossible. Tell them 've learned a lesson from the perience of radio. You demand t the TV audience measurement ple set out to find the ways that give you your money's worth."

. E. Hooper, president, C. E. oper Inc., final speaker at the rning session, described his new ooper Brand Ratings" service, effectiveness of advertising asurement which not only tells the advertiser where he stands in each market in relation to each competitor but also reports separately on the use of merchandise in TV homes versus non-TV homes.

This continuous survey was launched experimentally in May, Mr. Hooper said, and results are now being reported quarterly for nine cities which possess varying characteristics of TV and radio service. The service can be expanded to the 100 largest U. S. cities and applied to each of the 20 to 25 categories of merchandise which currently account for most national and sectional advertising, he said.

He stressed the speed of reporting, with fall records, for example, collected in October and November, to be reported to subscribers before the end of the year.

Programming Speakers

M. C. Watters, vice president, WCPO-TV Cincinnati, spoke on daytime programming; Sylvester L. (Pat) Weaver, NBC vice president, discussed network program problems; Donald Thornburgh, president, WCAU-TV Philadelphia, spoke on programming in multi-station cities, and John M. Outler Jr., general manager, WSB-TV Atlanta, reported on catering to the local audience, during the program session.

Russell Glidden Partridge of United Fruit Co. told how and why his company got into television. Irving R. Rosenhaus, president, WATV (TV) Newark, reported on his station's use of films as program material. John A. Kennedy, WSAZ-TV Huntington W. Va., chairman of the Television Tax Committee, reported on the explorations of the committee into the probable effects of the proposed excess profits tax on TV broadcasters and what the committee has done about them.

The one-day clinic concluded with a panel discussion of the impact of color TV—on the broadcasters, represented by E. K. Jett, vice president, WMAR-TV Baltimore; on the program producers, represented by Jack Barry; on the entertainers, represented by Faye Emerson, and on the public, represented by Jimmy Jemail, inquiring reporter of the *New York News*.

GUNZENDORFER

Named by Film Producer

WILTON GUNZENDORFER, for the past year commercial manager of KYA San Francisco, has been appointed to head the television production division of General Service Studios, Hollywood, independent film producer.

Before he joined KYA, Mr. Gunzendorfer managed KROW Oakland for five years. He also has been manager of KSFO San Francisco and general manager of KSRO Santa Rosa, Calif. Before entering the station field, he was an executive in the Thomas S. Lee Artists Bureau, San Francisco and Hollywood.

film report

TELEVISION trailer packages for five new films ready for release have been completed by **Paramount Pictures.** Each package includes four commercials, two one-minute and two 20-second spots. Spots differ from theatre trailers in that they combine "proved elements" of radio spot announcements with visual presentation. Pictures being promoted include "Union Station," "Tripoli," "Let's Dance," "The Goldbergs," and "Mr. Music."

Sarra Inc., Chicago, completing series of six one-minute spots for **Wilson Sporting Goods Co.,** to be used on telecast of National Professional League championship grid game this month. Series show such stars as **Babe Didrickson** and **Johnny Lujack** in major sports events. Agency: **Ewell & Thurber,** Chicago. **Harry W. Lange,** production manager of Sarra, has been reappointed to executive committee of Woods Products Section of National Safety Council. Mr. Lange has just completed Sarra's 70th film for National Safety Council.

* * *

Series of 13 quarter-hour signoff programs, *Victoria,* completed by **Wilkins-Gooden Productions,** Hollywood. Programs feature Victoria Faust, singer and own accompanist. . . . **Williams Productions,** Los Angeles, set up for national distribution of films for television. Principals are **Rene Williams,** motion picture producer, president, and **Walter A. Klinger,** national sales distribution manager. Officials are at 9169 Sunset Blvd. Phone Crestview 1-5165. Firm has on hand 26 feature length English films obtained from various British producers.

* * *

KTTV(TV) Los Angeles has purchased exclusive rights to nine feature motion pictures and taken option on four additional ones in recent deal with **Atlantic Television Corp.,** New York.

EDUCATIONAL TV

Galvin Urges Channels

MOTOROLA President Paul V. Galvin spoke out in favor of FCC assignment of video channels for educational use last week. Noting that TV has been used "successfully" in Philadelphia, Baltimore and at Iowa State College, Mr. Galvin said "television can be the greatest teacher of all time and effective in every educational field."

The issue now "is to establish the principle of the right of education to a place in the future expansion of television as the country's prime medium of communication. The radio-television spectrum provides mankind with untold possibilities for its own advancement. For the sake of the national welfare and for future generations, an equitable share of this spectrum should go to education."

President Galvin described TV as necessary to education. "Our schools are overcrowded, our methods largely old-fashioned, and, for both children and adults, TV may prove to be the cheapest and most effective way to educate the most people."

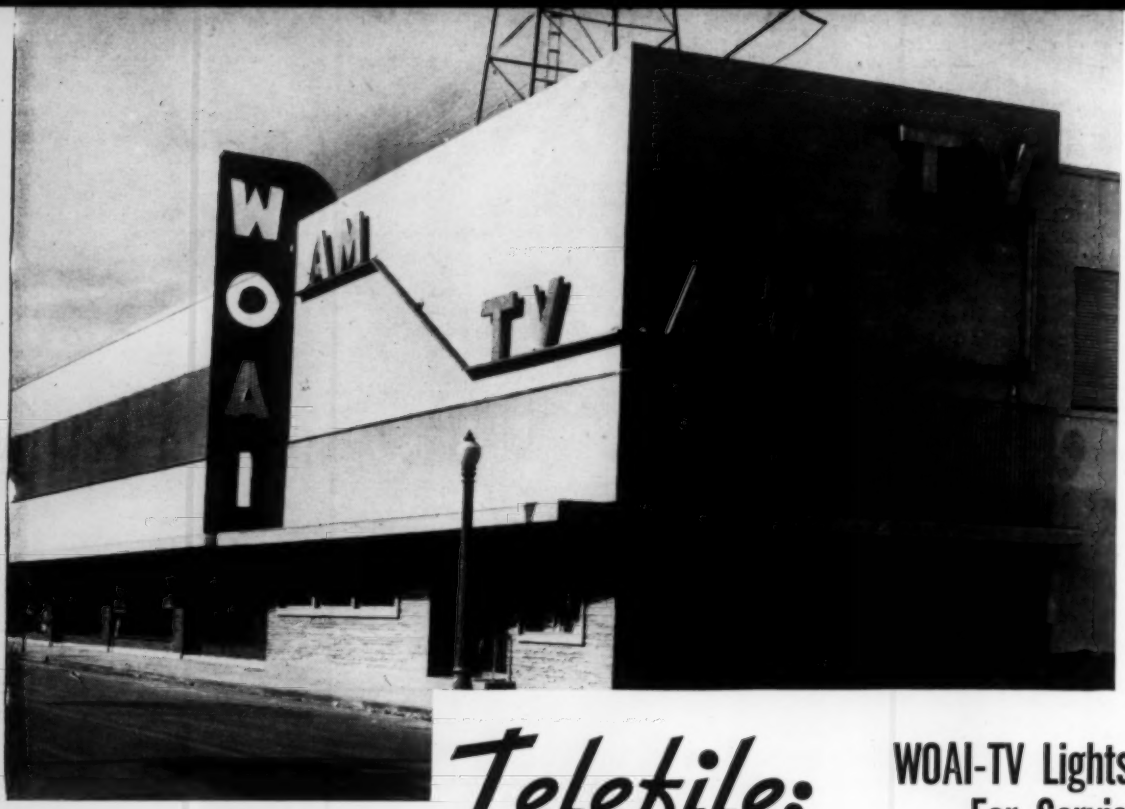
Because full-scale use of video in education is "many years away," the Motorola president emphasized that this should be the stage of planning and establishing of principles. Inasmuch as $7 billion yearly in public and private funds is being spent on education, "it is conceivable that a portion of this money be spent on teaching by television," Mr. Galvin said.

"Since the public interest is so deeply involved in the educational potentialities of television, I feel confident that ways and means can be worked out to serve the educational needs of our country on both VHF and potential UHF channels without unduly limiting the commercial broadcasters," he concluded.

MOBIL TV UNIT

For Sale; Reasonable

Attention TV Stations: Here's your chance to buy an ACF-Brill bus, completely equipped for use as a mobil TV unit, at a reasonable price. Unit adapted from 1946 32-passenger, air-conditioned, cross-country bus. Roof platform reached by trap door. Excellent tires and mechanical condition. Driven less than 25,000 miles since completed in April, 1948, by WLW-Television. Have two other mobil units so this one is no longer needed. No technical equipment included. Call or write J. R. McDonald, WLW, Cincinnati 2, Ohio. Phone CHerry 1822.



week's schedule to 20 hours. ... May, seven days a week operation began. Today the station is on the air about 45 hours a week with ... telecasts, kinescopes and some ...

WOAI-TV operates on Channel ... (66-72 mc) with 10.8 kw aural and 21.6 kw visual power.

On its way to becoming of age, WOAI-TV bolstered its executive staff. A fortnight ago, Arden X. Pangborn, business manager of the *Portland Oregonian* (KGW), was appointed general manager of Southland Industries Inc., owner and operator of WOAI's AM and TV operations. He becomes actively engaged in WOAI-TV's bid for video leadership Jan. 15. His radio experience has included general managership of both KGW and KEX in Portland.

Hugh Halff, following the death of his uncle, G. A. C. Halff, last September, assumed the presidency of Southland Industries. The leadership of the TV outlet has followed consistently the pattern set by the late oilman and stations' founder.

Telefile: WOAI-TV Lights Its First-Year Candle For Service to San Antonio

VIEWERS in WOAI-TV San Antonio's coverage area are getting cake with their television today (Monday). A lone candle adorning the cake, which is superimposed on the facade of the Alamo—the background picture used with the station's identifying call letters—tells the story of WOAI-TV's first anniversary on the air.

That story burns brightly in the land where the Alamo lingers as the symbol of the individual in his fight for freedom.

Exactly one year ago, the citizens of San Antonio and the larger area served by the station, greeted the new medium with typical enthusiasm. It was reflected in set sales, which up to then had totaled 1,539. Periodic surveys made by WOAI-TV with local dealers show sales have jumped an average of 647 per week. It's estimated that today the number of sets sold approximates 35,000.

Growth in the 12-month period that the station has been bringing the outside world into the viewer's living room can be traced in the changing rate card. WOAI-TV's first rate card was based on a $200 hourly charge. By July 15, 1950, rates were increased 25%. By Rate Card No. 4, effective Jan. 1, 1951, rates will be upped 50% over the initial time charge, the hourly rate for Class A becoming $300, Class B $225 and Class C $150. WOAI-TV looks to operation in the black beginning with this change in rates.

Halff Plots Service For 730,694-Person Market

With a total population in the station's service area of 730,694, the launching of the new TV center was plotted carefully by Hugh A. L. Halff, president and general manager, and his key personnel. Introduction of TV in the area was set off by a concerted drive to educate the public on the subject and to assist distributors and dealers in meeting public demands.

A pre-debut meeting was held June 21, 1949, with Mr. Halff presenting the plans to the distributors and dealers. Emphasis was placed on the dual responsibility of the station and set salesmen in successfully introducing the medium.

At the same time, J. R. Duncan, the station's program director who has a wide TV background, started a series of weekly broadcasts over the AM sister, WOAI. Named *Television and You*, the series got underway Sept. 11 and continued until T-day. Later, the show transferred to television and was retitled *Report on Television*. An informal feature which discussed ways and means of getting best set performance and which gave TV program prevues, the show proved its interest among viewers. A flurry of mail protested its discontinuance when it temporarily went off the air to make way for a congested schedule.

That schedule has been continually stepped up. During the first week of regularly scheduled programming, WOAI-TV was on the air about 18 hours, Monday-Friday. The following week Sunday programming was added, raising the whose pledge was expressed in these words delivered to viewers by Hugh Halff when the station opened:

"... We assure you that we will do our utmost, not only to make ... prove so to you people who have already purchased your receivers but to make it a must for thousands and thousands of others."

The "utmost" is what every staff member from top level down has been called upon to deliver. In brief, the pledge has come to mean insistence on a high quality of programming whether it is live or kinescope.

Experienced Staff Guides Operations

In addition to Messrs. Halff, Pangborn and Duncan, the aggressive directors of WOAI-TV operations are: Technical Director Charles L. Jeffers; Commercial Manager Jack Keasler; Dick Perry, head of production; Dallas Wyatt, promotion manager, and Hal Youngblood, film manager.

An essential part of its opera...

Mr. HALFF

Mr. PANGBORN

Mr. KEASLER

Mr. DUNCAN

Mr. JEFFERS

Mr. WYANT

tion is the station's desire to promote local talent and programming. Both Mr. Duncan and Mr. Perry work long hours interviewing and auditioning home-town aspirants. As early as the first week's schedule, six live studio shows were originated. Five of them have stayed on as popular favorites. They are *The Tree House*, for children and featuring a ventriloquist; *Dance Time*, a musical show; *Winters' Wonderland*, starring a pianist; *Telenews*, headlining Newscaster Austin Williams; *TV Dude Ranch*, lending a Western twang to musical variety. The news program is sponsored by Joske's of Texas; the pianist show by Wolff & Marx Co. Other shows have had spots available for purchase.

Live programs added later and receiving audience plaudits are *Fashions in Your Living Room*, sponsored by Wolff & Marx; *Hoffman Hayride*, musical variety, Hoffman Radio Corp., the sponsor; *Tip the Scales*, courtroom-set quiz show by South Texas Appliance Corp. for Admiral; *Armchair Holiday*, travelogue with narration for Kewaskum Utensil Co.; *Vespers* aired Sunday; *Serenade*, scoring a vocalist team; *The Question Mark*, using a drawing board for quiz, and *Trophy Room*, sparked by Ed Hyman, WOAI-TV sports director.

Wrestling Matches Are Weekly Feature

Wrestling matches are shown every week in an hour-long telecast sponsored by Grant's Home & Hardware Store. Featured interviews by Mr. Hyman between matches are sponsored by Mrs. Bohnet's bread.

In its first week of programming, six network shows were delivered to the screens via kinescope recording. Now, viewers have a pick of 44 network shows. WOAI-TV is affiliated with ABC, CBS and NBC.

In the field of public service and special events, WOAI-TV has hit its stride in giving impetus to the expressed desire of its late owner. Most outstanding of its public interest shows, according to the station, was *Cancer Show*, which ran continuous for five hours on May 25 and climaxed a fund-raising campaign for the Bexar County Division of the American Cancer Society. It was estimated 35% of contributions received resulted directly from this telecast.

Special events included the first Southwest International Trade Fair held in San Antonio last month; first annual Armed Forces air-ground show at Randolph Air Force Base last May; championship rodeo at first annual San Antonio Livestock Exposition and telecast of Texas Open Golf Tournament (a simulcast) last February; Battle of Flowers Parade, baseball and boxing.

Mr. Youngblood has obtained films made by Air Force photographers of major news events occurring in the area for showing over the station. Arrangements are made through the Public Information Office at nearby Kelly Air Force Base.

Key idea-makers at the station—such as Dallas Wyant—have contributed to WOAI-TV's pace setting. An example is *TV Dude Ranch*, a show which claims to have the only duly registered branding iron of its own, depicting a twined T and V that is the program's prized prop. Also created by Mr. Wyant is the script for *The San Antonio Story*, a 16mm film presenting excerpts from the station's productions which are available for sale. Prints have been sent to offices of Edward Petry & Co. Inc., national representative, for showing to national advertisers.

While observing its first birthday, WOAI-TV is distributing a special anniversary program schedule in a four-page leaflet illustrated profusely in two colors. And announcements telecast since Nov. 28 to the effect that viewers could send in a request on a penny postcard drew a heavy volume of mail, the demonstrative proof which station and advertiser recognize.

SHOWING BANK SERVICES Barry Lauds TV

BANK advertisers can "do something in television never before possible in any medium"—they can illustrate and demonstrate banking services and advantages—because of the "unique and revolutionary power of the medium and its depth of penetration."

And while "radio as we have known it will supplement television under certain conditions, in the majority of instances, television will supplant radio."

These convictions were held by John J. Barry, vice president of the National Shawmut Bank of Boston, at the fall meeting of California Bankers Assn. in Los Angeles, which was slated to be held last Saturday.

Mr. Barry urged bankers not to be misled as local advertisers by the thesis that radio is "not dying," and cited the case of the Shawmut Bank which has used radio heavily for 10 years and had to face up to the challenge of television in Boston.

"Eighty-five million standard radio sets as opposed to nine million television sets in America is a potent argument to present to the network advertiser with national distribution," Mr. Barry conceded. "But when 600,000 of those television sets are in my backyard and the total number of radio families or homes in my neighborhood is 840,000, that ratio of roughly ten-to-one in favor of standard radio becomes a ratio of roughly four-to-one...Up to 75% of the radio audience...can be assumed to be viewing television every evening."

Contending that Shawmut "practically lost" its nighttime radio audience over 2½ years and that the Boston story will be repeated ultimately on a national scale, the bank executive cited the effects of the "revolution taking place in the parlors of America." He mentioned newspaper reading, automobile riding, movies, dining out, books and other recreations.

Shawmut in TV

Pointing out that Shawmut envisioned its large investment in radio threatened with liquidation in lieu of the video challenge, Mr. Barry noted that the bank made its TV debut in Boston in June 1948 at a time when only 2,500 TV sets were in homes. Today, he observed, there are an estimated 600,000 receivers in the Boston area.

Mr. Barry said he felt that because of the fascination of television he could get "more audience from a $175 talent charge in Boston" than a radio network could with a $60,000 talent budget.

"On the basis of present participation by banks in television, it is apparent that a great many banks are not going to wait as they did in radio. In pretty nearly every market where television is in operation banks are either in or heading in," Mr. Barry observed, adding that those with radio experience are taking the lead.

The Shawmut executive said his bank has concluded that radio would suffer a program collapse "when national sponsors reach the conclusion that TV circulation is large enough to warrant their major or total investment...that day has not come yet."

Referring to high budget radio shows only, Mr. Barry said less expensive programs will be developed, with emphasis on local origination and cooperatives and participating features. Meanwhile Shawmut, he added, has decided to cut back on radio "at some future date," now making use of standard radio time periods during the daytime hours "against the day listening habits radically changed."

Stressing radio's strength in certain time segments as in types of news and other programs, Mr. Barry advised bank advertisers to re-examine their radio schedules now as "a matter of self-preservation" and if they enter television, to obtain good time franchises now.

Mr. Barry noted that use of radio and television has resulted in an increase in use of Shawmut services since June 1948, and pointed out that the firm has not used a newspaper advertisement in 2½ years. A large volume of business —"running into millions of dollars" and stemming from financing of over 10% of TV sets bought on time in the Boston area—can be attributed "in large part" to use of television alone, he asserted.

FILM CENSOR

Pa. Case Appealed to SCOTUS

QUESTION of state censorship of motion picture film used on television, twice ruled invalid in separate court actions, has been appealed to the U. S. Supreme Court [BROADCASTING • TELECASTING, March 20].

A *writ of certiorari* has been filed by the Pennsylvania State Board of Censors, which had its censorship order contested in the courts by a group of five TV stations — WDTV Pittsburgh (DuMont), WPTZ Philadelphia (Philco), WFIL-TV Philadelphia, WCAU-TV Philadelphia, and WGAL-TV Lancaster.

The high court must now pass judgment on the case. If it grants the writ, oral argument will be scheduled. If it refuses to consider the question, the case will be stricken from the docket.

Involved is the right of the Pennsylvania board to regulate motion picture film used on TV. The Third U. S. Circuit Court of Appeals, Philadelphia, unanimously upheld the telecasters' assertion that the censorship regulation was unlawful because of Congress' power gained by enacting the Communications Act and establishing the FCC, and thus regulating interstate communications.

The appeals ruling had supported a Federal District Court decision by Judge William H. Kirkpatrick more than a year ago that the regulation of the Pennsylvania censorship board, requiring all TV stations in the state to submit films for clearnace before airing, was invalid. In the appeals court, a panel of three judges placed television in the same category as radio, noting that Congress intended that the FCC have sole jurisdiction over the field.

Norge Adds Revue

NORGE division of Borg-Warner Corp., Chicago, will sponsor every third program of *Four Star Revue*, Wednesdays, 9-10 p.m. over NBC-TV from Dec. 27 through July 11. Agency is J. Walter Thompson Co., Chicago. Pet Milk Sales Corp., and Motorola are the other sponsors.

ATLAS FILM CORPORATION

ESTABLISHED 1913

CREATORS and PRODUCERS
of
TELEVISION COMMERCIALS

1111 SOUTH BOULEVARD
Oak Park, Illinois

CHICAGO: AUSTIN 7-8620

and now--
the **magic link**
for closed circuit tv

Camera Signal *The Dumitter* *Standard TV Receiver*

the **dumitter**

Actually a miniature closed-circuit television transmitter. Takes signal directly from any standard camera chain, modulates a carrier frequency of either Channel 2 or 3, and feeds via cable directly through the antenna posts of standard TV receivers. Receivers operate exactly as though tuned to a telecast on that Channel.

Performance superior to other forms of transmission. Audio and video reception absolutely free from outside interference. Truly, the MAGIC LINK for closed-circuit television.

Ideal for use in industrial television applications, for field demonstrations of TV receivers, for studio use, for sales meetings, and countless other uses. Does away with expensive, bulky equipment and circuitry modification of receivers.

- Feeds up to 125 standard TV receivers.
- Distributes signals on standard TV Channel 2 or 3 via cable through regular antenna posts of receivers. No modification of receivers necessary. Receivers may be switched to regular telecast reception at any time.
- Feeds receivers both video and audio through single coaxial cable up to several thousand feet.
- No terminal equalization necessary as attenuation is only at carrier frequency.
- Uses signal from any standard camera chain without interim equipment.
- Completely stable — requires no operator.
- Light, compact, completely stable.
- No license required.

DUMONT

First with the Finest in Television

ALLEN B. DU MONT LABORATORIES, INC.
Television Transmitter Division, Clifton, N.J.

November 29 Decisions . . .

BY COMMISSION EN BANC

Renewals Granted

Following FM stations granted renewal of licenses of period ending Dec. 1, 1951: WABB-FM Mobile, Ala.; WRNL-FM Richmond, Va.; WVCV Cherry Valley, N. Y.; WWPB-FM Miami, Fla.; KGLO-FM Mason City, Iowa; KMUS-FM Muskogee, Okla.; WCAC Anderson, S. C.; WGBI-FM Scranton, Pa.; WLWA Cincinnati, Ohio.

Following FM stations granted renewals for period ending Dec. 1, 1952: WVCN Deruyter, N. Y.; KIXL-FM Dallas; WFBG-FM Altoona; WFMU Crawfordsville, Ind.; WITH-FM Baltimore, WMSA-FM Watertown, N. Y.; WPAT-FM Paterson, N. J.; WTAX-FM Springfield, Ill.; WRUF-FM Gainesville, Fla.

Following granted renewal of licenses for period ending Dec. 1, 1953: WFNF Wetherfield, N. Y.; KTIS-FM Minneapolis, Minn.

Following stations granted renewal of licenses for regular period: WCOC Meridian, Miss.; WNAG Grenada, Miss.; KFWB Los Angeles; KUGN Eugene, Ore.; WXGI Richmond, Va.; KVOB Alexandria, La.; KPHO Phoenix Ariz.; WCOH Newnan, Ga.; WDUN Gainesville, Ga.; KMNS San Luis Obispo, Calif.; KTFS Texarkana, Tex.; WNDB Daytona Beach; KUNO Corpus Christi; WILB Detroit; KENO Las Vegas, Nev.; WNJ-FM Plainfield, N. J.; WLEY (FM) Elmwood Park, Ill.; WHCC Waynesville, N. C.; KARK Little Rock, Ark.

Licenses for following stations extended on temp. basis to March 1, 1951: KARM-FM Fresno, Calif.; KOKX-FM Keokuk, Iowa; WAFB FM Baton Rouge; WFHR-FM Wisconsin Rapids, Wis.; WICA-FM Ashtabula, Ohio; WLIV-FM Providence; WSAI - FM Cincinnati; WTRC-FM Elkhart, Ind.; KGO-FM San Francisco; WMAQ-FM Chicago; WTAM-FM Cleveland; WDET-FM Detroit; WKJG-FM Ft. Wayne; WSMB-FM New Orleans; WEAW Evanston, Ill.; WRJN-FM Racine, Wis.; WRLD-FM West Point, Ga.; WOL-FM Washington, D. C.; WKID-FM Urbana, Ill.

Licenses of following stations were further extended on temporary basis to March 1, 1951: KALA Sitka, Alaska; KXGN Glendive, Mont.; KREO Indio, Calif.; KOKO, La Junta, Colo.; KBYR Anchorage, Alaska, WGLS Decatur, Ga.; KTXC Big Spring, Tex.; WILA-FM Woodstock, Ill.; WTAR-FM Norfolk, Va.; WAJL (FM) Flint, Mich.; WMCK-FM McKeesport, Pa.; WDUN-FM Grainesville, Ga.; KREI-FM Farmington, Mo.; KRUN Ballinger, Tex.; WFMN-FM Alpine, N. J.; WNDR-FM Syracuse, N. Y.; KPIX-TV and KA-2086, San Francisco; KVEC San Luis Obispo, Calif.; WATL-FM Atlanta; WWDC-FM (formerly WOL), Washington, D. C.; WOXF Oxford, N. C.; WINX Washington, D. C.; KFDW Helena, Mont.; WNEL Santurce, P. R.; WRJN Racine, Wis.

Westinghouse Radio Stations Inc., FM stations: KDKA-FM Pittsburgh; KYW-FM Philadelphia; WBZ-FM Boston; WBZA-FM Springfield, Mass.; WOWO-FM Ft. Wayne, Ind., and exp. TV station KA-4858, Boston.

General Electric Co's TV station WRGB, and exp. TV stations KA-2106, KA-2107, WGY & aux., Schenectady, and dev. station KE2XCV, Syracuse, N. Y.

Allen B. DuMont Labs. Inc., TV station WABD New York, and exp. TV stations KCA-61, KE2XDR, KA-3431, KA-3432 and KE2XON, all New York; KA-3433, KA-3434, area, Washington, D. C.; KE2XDQ, Passaic, N. J., and KA-4448, Pittsburgh.

Balaban & Katz Corp., TV station WBKB-TV Chicago; exp. TV stations KA-3428, KA-3429, Chicago.

Paramount Tele. Productions Inc., exp. TV stations KA-3436 KM2XBB, KA-4841 and KA-4842, all Los Angeles.

NBC Inc., AM station KNBC San Francisco; KOA Denver; WMAQ Chicago; WNBC New York; WRC Washington, D. C.; FM stations WNBC-FM New York; WRC-FM Washington, D. C.; WNBT & aux. New York; WNBW (TV) Washington, D. C.; exp. TV stations KA-4832, area, Los Angeles; KA-4833, KA-4834, area, Washington, D. C.; KA-4835, area, Chicago; KA-4836, KA-4837, KA-4838, area, New York, N. Y.; KA-4839, KA-4840, area, Cleveland; KA-2104, area, New York, N. Y.; KA-3372, area, Los Angeles; developmental stations KE2XCQ and KE2XCW, New York, N. Y.

ABC Inc., AM stations WENR Chicago; KGO San Francisco, WJZ & aux. New York; TV station WENR-TV Chicago; exp. TV stations KA-4180, KA-4440, area, Los Angeles; KA-4441, area, San Francisco; KA-4442, KA-4443, area, Chicago; KA-4444, KA-4445, area New York, N. Y.

WXYZ Inc., TV station WXYZ-TV Detroit; exp. TV stations, KA-4865, KA-3136, area Detroit, Mich.

FCC actions

NOVEMBER 29 TO DECEMBER 7

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

November 29 Applications . . .

ACCEPTED FOR FILING

License for CP

KASM Albany, Minn.—License for CP new AM station.

AM—1050 kc

KWSO Wasco, Calif.—CP AM station to change from 1050 kc 250 w D to 1050 kc 1 kw D.

Modification of CP

Mod. CP new FM station for extension of completion date: KVLC-FM Little Rock, Ark.; WJEF-FM Grand Rapids, Mich.; WBEN-FM Buffalo, N. Y.; WSNS Sanford, N. C.; WWGP-FM Sanford, N. C.; WPAR-FM Parkersburg, W. Va.

WBIB NEW HAVEN, Conn.—Mod. CP new FM station to change ERP from 20 kw to 7.67 kw, ant. from 500 ft. to 81 ft.

License for CP

License for CP new FM station: WSYR-FM Syracuse, N. Y.; WIBG-FM Philadelphia.

KTLA Los Angeles—License for CP new commercial TV station.

TENDERED FOR FILING

AM—550 kc

WLIN Merrill, Wis.—CP to replace expired CP to change frequency, hours of operation etc.

November 30 Decisions . . .

ACTION ON MOTIONS

By Commissioner George E. Sterling

Twin City Radio Dispatch Inc. St. Paul, Minn.—Granted request to dismiss application for mod. license.

WDEL-TV Wilmington, Del.—Granted leave to intervene and participate fully in proceeding re allocation of usage of intercity video transmission facilities.

Theatre Owners of America Twentieth Century-Fox Film Corporation and National Theatres Corp.—Granted leave to intervene and participate in proceedings re allocation of usage of intercity video transmission facilities, participation to be limited to issue number (9) of Commission's order of Oct. 18.

November 30 Applications . . .

ACCEPTED FOR FILING

Modification of CP

Mod. CP new FM station for extension of completion date: KONO-FM San Antonio; WLIN-FM Merrill, Wis.

License Renewal

WRLD-FM Lanett, Ala.—Request for license renewal FM station.

License for CP

KGDM-FM Stockton, Calif.—License for CP new FM station.

TENDERED FOR FILING

AM—550 kc

WJDX Jackson, Miss.—CP AM station to change from 1300 kc 5 kw-D 1 kw-N to 550 kc kw-D 1 kw-N DA-2.

WAGE-TV Syracuse, N. Y.—CP new commercial TV station to reinstate CP which authorized station to operate on Ch. 10 (192-198 kc) ERP 30 kw vis. 15 kw aur., ant. 470 ft. above average terrain.

December 1 Applications . . .

ACCEPTED FOR FILING

License for CP

WKMH-FM Dearborn, Mich.—License for CP new FM station.

FM—102.7 mc

KOKX-FM Keokuk, Ia.—CP FM station to change ant. to 361 ft. above average terrain.

Modification of CP

WLAV-TV Grand Rapids, Mich.—Mod. CP new commercial TV station for extension of completion date to 6-15-51.

December 4 Decisions . . .

BY COMMISSION EN BLANC

Oral Arguments Scheduled

Kenyon Brown and George E. Cameron Jr. Tulsa, Okla.—Designated for oral argument before Commission on Dec. 18, exceptions and petition directed against initial decision released April 10 looking toward grant of application by Cameron for new station on 1340 kc 250 w unl., and denial of application by Brown for like facilities.

Commission scheduled oral arguments for Dec. 19 commencing at 10 a.m., in following proceedings:

Hamtramck Radio Corp. and Atlas Bcstg. Co. Hamtramck, Mich.—Initial decision released July 5.

Surety Bcstg. Co., Charlotte, N. C., and WRRF Washington, N. C.—Initial decision released Sept. 1.

Mid-Island Radio, Inc., and Patchogue Broadcasting Co., Patchogue, N. Y.—Initial decision released July 18.

Suffolk Broadcasting Corp. Patchogue, N. Y.—Initial decision released July 3.

ACTION ON MOTIONS

By Commissioner E. M. Webster

FCC General Counsel—Denied request of time from Nov. 30 to Dec. 20, in which to file opposition to pleading entitled "Motions and Petition Under Rules 1.386 and 1.389 and for other relief" filed by KMPC The Station of the Stars, Inc.; WJR The Goodwill Station, Inc.; The WGAR Broadcasting Company, and G. A. Richards.

By Commissioner George E. Sterling

KFMA Davenport, Ia.—Granted petition requesting 60-day extension of time in which to file Proposed Findings of Fact and Conclusions of Law in the matter of Revocation of License of Station WXLT, Ely, Minn. and Revocation of Permit of KFMA, Davenport, Ia.; time was extended to Dec. 30.

By Examiner Jack P. Blume

WKBZ Muskegon, Mich. — Granted continuance of hearing in proceeding re application; hearing now scheduled to be held on Dec. 7, is continued indefinitely, until further order of Commission or Examiner setting date for hearing.

By Examiner Basil P. Cooper

Radio Reading Reading, Pa.—Granted continuance of hearing in proceeding re application; hearing continued from Dec. 4, to Feb. 12, 1951, at Washington, D. C.

By Examiner H. B. Hutchison

KBMY Billings, Mont.—Granted petition insofar as it requests authority to amend application so as to specify a new trans. Dismissed petition insofar as it requests grant of application as amended.

KALG Sold

KALG Alamogordo, N. M., 250 w fulltime outlet on 1230 kc, has been sold for $28,000 to Wayne Phelps, vice president and general manager of the station, by Louis M. Neale Jr. and Norman Lassetter. Transfer is subject to FCC approval. Sale was handled by Blackburn-Hamilton Co., radio station and newspaper brokers.

December 4 Applications . . .

ACCEPTED FOR FILING

License for CP

WCFC Beckley, W. Va.—License for CP new AM station.

WERS Boston, Mass.—License for CP new noncommercial educational FM station.

December 5 Decisions . . .

BY COMMISSION EN BANC

Issues Deleted

WMMB Melbourne, Fla.—On petition, deleted issues 1 and 2 in order of Sept. 13, designating application for change of facilities for hearing.

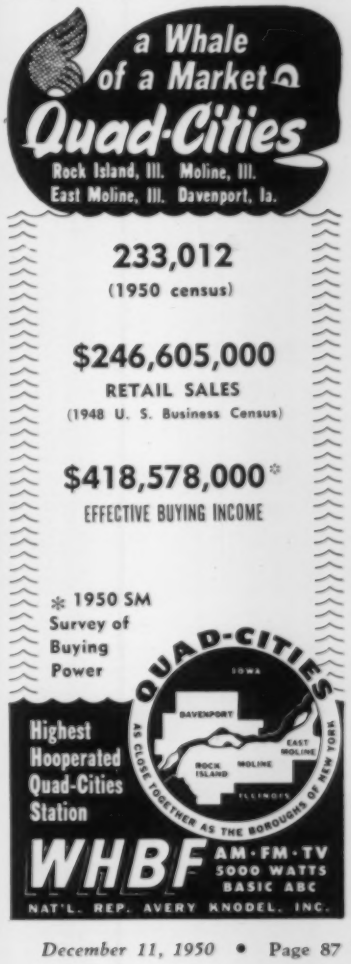
Request Denied

WKBS Oyster Bay, N. Y.—Denied request to grant at once application for increase in power from 250 w day to 250 w until 1½ hours after sunrise, 1 kw until 1½ hours before sunset, 250 w until sunset, operating on 1520 kc; retained application in pending file until final determination in daytime skywave proceeding.

Application Granted

WICH Norwich, Conn.—By order removed from hearing docket and granted application to install new vertical ant. and change trans. site; sub-

(Continued on page 90)



programs promotion premiums

NEWSPAPER SPREAD ● ●

KOA Denver received large spread in *Denver Post* last month in conjunction with price of turkeys at Thanksgiving time. Piece started on first page, along with picture of Announcer Starr Yelland dressed as pilgrim inspecting fowl at local turkey farm. Story and pictures were continued in picture section telling of his taped program that was broadcast Monday before holiday.

CRIME INVESTIGATION ● ●

WIOD Miami, Fla., newsmen made special recordings when ex-deputy sheriff of Miami testified on alleged illicit operations of sheriff's office before Senate Crime Investigating Committee in Washington. Taped program was relayed on direct line by WRC Washington to WIOD, where Dade County listeners heard broadcast that night. News broadcasts and exclusive interview with witness were also made through WRC facilities.

VIOLET BOOKLET ● ● ●

KSD St. Louis sending brightly colored booklet to trade and advertisers. Cover is headed "KSD St. Louis Presents," with lettering set in white spot against violet shade background of people at banquet facing speakers table. Inside give facts and data on coverage, market, programs, news shows, advertisers and "firsts" claimed by station. Also has pictures, maps and charts.

PROMOTION FOLDER ● ●

WWL New Orleans sending to timebuyers eight-page, green-and-grey promotion folder illustrating with facts and figures that "Sales Don't Stop at the City Limits—and Neither Does WWL" and emphasizing amount of territory covered by station outside New Orleans. Booklet, prepared by Katz Agency, includes BMB maps and summary data for daytime and nighttime areas.

★ ★ ★ ★ ★ ★ ★

JUNIOR NEWS

KNBC San Francisco, *World News, Junior Edition*, Tues.-Thurs., Donald Duck Frozen Orange Juice; agency: W. B. Garthwaite, S. F. News especially slanted for junior high school set, program carries no crime stories, but uses current news and interesting facts of world discussed by Jim Garthwaite and Bill Greer, KNBC news editors.

★ ★ ★ ★ ★ ★ ★

WESTINGHOUSE MOVES ● ●

Westinghouse Radio Stations Inc. sending brochure to trade announcing new headquarters office in Washington, D. C. White piece has gold Westinghouse seal on cover. Inside is drawing of Washington Monument in center fold, with people in long line carrying objects moving into city at left. On right is announcement of new offices.

FOLDING PIECE ● ● ●

CBS Radio Sales sending folding mail piece to trade and advertisers. Piece is headed "Looking at it their way . . .," with drawing of three men with their heads in blue television screen. Inside is done in blue, with men looking at TV set, saying, "What do *they* see in Tchaikovsky?" Copy tells about Tchaikovsky show available and how it sells from viewers viewpoint.

MORNING PROGRAM ● ● ●

WNBQ(TV) Chicago, film variety show Mon.-Fri., 11:30 a.m., started Dec. 4. Half-hour show with Norman Ross, m.c., who shows short musical comedy movies along with chatter and occasional guests celebrities.

SALES MEETING ● ● ●

WEEI Boston recently held sales meeting in its Studio A for Borden Co. following broadcast of *Beantown Varieties*, 8:30-9:30 a.m., in which Borden Co. has participating spots. Those attending were served light breakfast between broadcast and meeting. Studio was decorated with several different displays of Borden material and various package products.

CIRCUS SHOW ● ● ●

J. H. SUTTNER Productions, Oconomowoc, Wis., *That Circus Man*, five-minute package film to be released first of year. Film features "tales of a trouper, tall but true, told by that circus man, Al Priddy." Billboard of circus animal or performer featured is animate in actual action movies as he tells story. Booklets of favorite Priddy stories will be available as premiums.

TV FIRE COVERAGE ● ● ●

WDTV Pittsburgh had on-the-spot coverage of fire in Bell Telephone Co. building across street from new studios. Station reports that this was first on-the-spot TV coverage of a fire in Pittsburgh. Station used open segments in programming and set up cameras in windows of second floor offices, shooting scene in street below. Top-ranking members of fire department and police force also were interviewed.

WEATHER REPORT ● ● ●

KSTP-TV Minneapolis, *Hawf's Weather Report*, Mon.-Fri., 10:15-10:20 p.m. Show uses cartoons illustrating weather predictions. P. J. (Hawf) Hoffstrom, m.c., uses weather map as basis for drawing comical picture to explain weather.

STARTS OWN SHOW ● ● ●

WSTV Steubenville, Ohio, *The Song Service*, Sun., 8-8:30 a.m. features Negro spirituals and other music requests along with church news and announcements. Mrs. Lillian Hampton started show last February, getting sponsors herself, after requesting information on how to start program from Joseph M. Troesch, assistant general manager of station. Popularity of show necessitated change of time from midnight to present time, station reports.

MAIL FROM KOREA ● ●

WCEN Mt. Pleasant, Mich., *Korea Mail Bag*, Sat., 10:15 a.m. Program using letters sent to relatives and friends from men fighting in Korea. Listeners are asked to send in excerpts or letters to station. Most interesting are screened and read on show.

WOMEN GRAPPLERS ● ●

CROSLEY Broadcasting Corp. TV stations (WLWD Dayton, WLW-C Columbus, WLWT Cincinnati) women's wrestling tournament started Dec. 9, 10:30 p.m. This first time sports championship will be decided in TV studio, station reports. Tournament open to all women over 18 years old, with single elimination for purse of $2,000 to winner. Show originates in studios of WLWD and fed to WLWC and WLWT. Winner is to wrestle Mildred Burke, champion, for title.

BUS CARD PROMOTION ● ●

WGNR New Rochelle, N. Y., has started extensive bus card promotion campaign in 100 lower Westchester County buses. Cards promote listeners to stay tuned to 1460 WGNR "The Voice of Westchester."

FULL PAGE AD ● ● ●

WPIX (TV) New York ran full page advertisement in *New York Times* Dec. 1. Page had two-line banner headline announcing station's plans for telecasting winter program from Madison Square Garden. Pictures of events to be televised along with personalities, stars and salesmen were featured. Copy gave details of program along with advertisers who are sponsoring shows.

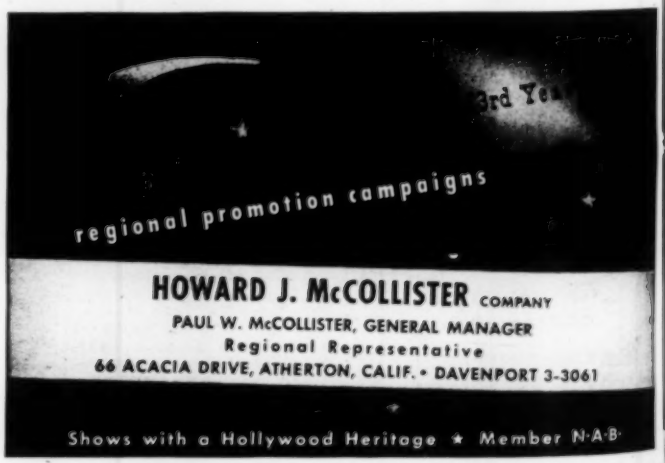
HOUR GLASS ● ● ●

RCA THESAURUS has sent to clients lucite paperweight with miniature hour-glass built into it and carrying legend: "Thesaurus Sells Time."

HORSEFEATHERS ● ● ●

KLX Oakland, Calif., sending advertisers form letter with white feather attached. Letter is headed

(Continued on page 94)


regional promotion campaigns
HOWARD J. McCOLLISTER COMPANY
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Shows with a Hollywood Heritage ★ Member N·A·B·

Follow the lead of these Business Leaders...

they're all giving Schenley to wish friends the best!

Harry G. Griffiths, President of the Pennsylvania Drug Co., says: "I order Schenley by the case—and my gift buying is through! It's quick and easy! There's no finer whiskey-gift."

Col. William Schiff, President of Schiff Terhune & Co., Inc., Insurance Brokers, says: "I give Schenley because it's a really fine whiskey . . . and a really fine answer to my Christmas problems!"

Arthur Martin Karl, President of Names Unlimited, Inc., Direct Mail Consultants, says: "Schenley is the answer to all my gift problems. I enjoy Schenley in my home, too."

Herbert Sondheim, President of Herbert Sondheim, Inc., Famous Dress Manufacturers, says: "Everyone appreciated Schenley last year, so I'm giving it again this Christmas."

Richard E. Booth, Executive of Nowland & Schladermundt, Industrial Designers, says: "A gift of Schenley is the best way I know to say, 'Thanks for all you've done for me this past year!'"

Edward Lyman Bill, President of Bill Bros. Publishing Co., Publishers of Sales Management, says: "Schenley is an ideal gift. Every man welcomes a gift of fine whiskey."

It's "GOOD BUSINESS" to give

SCHENLEY

SCHENLEY

BLENDED WHISKEY 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. SCHENLEY DISTRIBUTORS, INC., N. Y. C

XUM

FCC Actions

(Continued from page 87)

Decisions Cont.:

ject to acceptance of any interference received from WALE Fall River, Mass.

Placed in File

WGAR Bcstg. Co., Cleveland, Ohio—Placed in pending file to await outcome of proceedings in Richards case, application for new Class B FM station.

Action Set Aside

KLIF Trinity Bcstg. Corp., Oak Cliff, Texas—On petition Commission set aside action of Secretary taken June 13 placing in pending file KLIF application for CP to increase power from 1 kw D to 5 kw D on 1190 kc; removed application from pending file and returned to processing line.

BY THE SECRETARY

WLAP Lexington, Ky.—Granted license change frequency, increase in power, install new trans. and DA-2; change trans. location; 630 kc 5 kw-D, 1 kw-N DA-2, unl.

WKBN-FM Youngstown, Ohio—Granted license for new FM station; Ch. 255 (98.9 mc), 18.5 kw. 520 ft.

KNAL Victoria, Tex.—Granted request for assignment of CP and license from partnership to new corporation—Victoria Bcstg. Co. Inc.

Lubbock Bcstg. Co., Lubbock Tex.—Granted CP and license for new remote pickup KKE-429, KA-7944.

Following granted mod. CP's for extension of completion dates as shown: KIRO-FM Seattle, Wash. to 5-13-51; WWGP-FM Sanford, N. C., to 3-21-51; WJEF-FM Grand Rapids, Mich., to 6-27-51—condition; WPAR-FM Parkersburg, W. Va., to 5-12-51; KVLC-FM Little Rock, Ark., to 3-12-51; WTOC-FM Savannah, Ga., to 6-18-51; WFMY Greensboro, N. C., to 3-5-51; WJZ-FM New York, N. Y., to 6-16-51; WRBL-FM Columbus, Ga., to 2-1-51; WSNS Sanford, N. C., to 5-28-51; WFMY-TV Greensboro, N. C., to 3-5-51; WROW-FM Albany, N. Y., to 5-25-51; WEST-FM Easton, Pa., to 6-15-51; WFBM-TV Indianapolis, Ind., to 6-30-51; KLX Oakland, Calif., to 5-13-51—conditions; WTIL Mayaguez, P. R., to 12-28-50—condition.

KTRB-FM Modesto, Calif.—Granted license for new FM station—Ch. 281 (104.1 mc), 4.7 kw, 260 ft.

WERC-FM Erie, Pa.—Granted license new FM station—Ch. 260 (99.9 mc), 9.7 kw, 400 ft.

Columbus Bcstg. Co., Columbus, Ga.—Granted mod CP KIB-41 for extension of completion date to 2-1-51.

Granted following renewal of licenses of remote pickups on regular basis subject to change in frequency which may result from the proceedings in Docket 6651:

KA-6512; KA-6513, Warner Bros. Bcstg. Corp., Hollywood, Calif.; KA-2879 College of the Pacific, Stockton, Calif.

Extended following licenses of remote pickups on a temporary basis to March 1, 1951, subject to change in frequency which may result from the proceedings in Docket 6651; KA-4552, KA-4553, KMPC The Station of the Stars, Inc., Los Angeles; KA-7152, KA-7153, KA-7155, KA-7156, KPIK Inc., San Francisco; KA-4605, WJR, The Goodwill Station, Inc., Detroit; KA-3416, Albuquerque Bcstg. Co., Albuquerque, N. M.; KA-4620, General Electric Co., Schenectady, N. Y.; KA-3407, The WGAR Bcstg. Co., Cleveland, Ohio; KA-6975, Mario Acosta, Mayaguez, P. R.; KA-3625, Station WNEL Corp., San Juan, P. R.; KA-7264, Community Bcstg. Co., Corpus Christi, Tex.

Extended the following licenses of remote pickups on temporary basis to March 1, 1951, subject to condition that this action is without prejudice to any action Commission may take with respect to any pending applications for renewal of licenses of broadcast stations licensed to grantee. Frequency assignment subject to change resulting from proceedings in Docket No. 6651: KA-4647 American Bcstg. Co. Inc., San Francisco; KA-4665, 4663, American Bcstg. Co., Inc., Chicago; KA-4637, 4633, American Bcstg. Inc., New York; KA-4823, 4824, 5130, 5131, KMA-676, National Bcstg. Co. Inc., Hollywood; KA-4822, 5071, 5072, KMA-675, National Bcstg. Co. Inc., San Francisco; KA-4675, KA-5073, National Bcstg. Co. Inc., Denver, Co.; KA-5004, 6514, 6515, National Bcstg. Co. Inc., Washington; KA-4673, 4999, 5000, National Bcstg. Co. Inc., Chicago; KA-4669, 4670, 5001, 5002, KEA-650, National Bcstg. Co. Inc., New York.

Granted following renewal of licenses of remote pickups: KA-6286 Macon Bcstg. Co., Macon, Ga.; KA-2708, Rural Radio Network Inc.; DeRuyter, N. Y., KA-3220, Rural Radio Network, Inc., Bristol Center, N. Y., KA-5284, KEA-874, Corning Leader Inc., Corning, N. Y.; KA-3618, 5606, KAA-994, WDAY Inc., Fargo, N. D.

Extended following licenses of remote pickups on temporary basis to March 1, 1951: KA-7154, KPIX Inc., San Francisco; KA-7065, 2775, KQA-795, The WGAR Bcstg. Co., Cleveland, Ohio; KA-4608, 2313, 4606, 4607, KQA-755, WJR, The Goodwill Station Inc., Detroit, Mich.; KA-4621, 4622, 4623, General Electric Co., Schenectady, N. Y.; KA-5552 KSA-945, Racine Bcstg. Corp., Racine, Wis.

Extended following license of remote pickups on temporary basis to March 1, 1951, subject to the express condition that this action shall be without prejudice to any action the Commission may take with respect to outstanding authorizations or applications of the grantee in the light of the decision of the Supreme Court in United States v. Paramount Pictures, Inc. et als. 334 U.S. 131: KA-4039, Allen B. DuMont Labs Inc., New York.

Extended following licenses of remote pickups on temporary basis to March 1, 1951, subject to condition that this action is without prejudice to any action Commission may take with respect to any pending applications for renewals of licenses of broadcast stations licensed to grantee: KA-4642, KA-4643, American Bcstg. Co. Inc., San Francisco; KA-4657, American Bcstg. Co. Inc., Chicago; KA-4648, 4653, 4654, American Bcstg. Co. Inc., New York; KA-4815, 4816, 4821, 5189, 5190, 5191, 5192, National Bcstg. Co. Inc., Hollywood, Calif.; KA-4814, 4818, 5148, 5149, 5150, 5163, National Bcstg. Co. Inc., San Francisco; KA-4683, 4685, 4686, 5193, 5194, 5195, 5196, National Bcstg. Co. Inc., Denver; KA-5714, 5175, 5176, 5177, 5469, 5470, 5471, 5472, KGA-844, National Bcstg. Co. Inc., Washington, D. C.; KA-4676, 4680, 5145, 5146, 5147, 5162, KSA-720, National Bcstg. Co. Inc., Chicago; KA-4687, 4690, 4691, 4693, 5169, 5170, 5171, 5172, National Bcstg. Co. Inc., New York.

Granted following renewal of licenses of remote pickups on regular basis, subject to change in frequency which may result from proceedings in Docket No. 6651: KA-4238 Rural Radio Network, Inc., DeRuyter, N. Y.; KA-6481, WDAY Inc., Fargo, N. D.

Granted following renewal of licenses of STL stations on regular basis: KIA-32 Johnston Bcstg. Co., Bessemer, Ala.; KIB-70, Durham Radio Corp., Durham, N. C.; KIB-80, Catawba Valley Bcstg. Co. Inc., Hickory, N. C.

Extended following license of STL on temp. basis to March 1, 1951, subject to condition that this action is without prejudice to any action Commission may take with respect to any pending applications for renewals of licenses of broadcast stations licensed to grantee: KQB-47, National Bcstg. Co. Inc., Cleveland, Ohio.

KALT Atlanta, Tex.—Granted license for new AM station; 900 kc, 1 kw, D

KFRU Columbia, Mo.—Granted license install new trans. and vertical ant. and change trans. and studio locations.

Central New York Bcstg. Corp., Syracuse, N. Y.—Granted request to cancel license and delete remote pickup KA-3035.

KILO Grand Forks, N. D.—Granted CP to install new trans.

WWSW Pittsburgh, Pa.—Granted CP install new trans. at present location of main trans. on 970 kc, 1 kw unl. DA-2 for aux. purposes only.

WMTE Manistee, Mich.—Granted mod. CP for approval of ant. and trans. location to change type trans.

KFAL Fulton, Mo.—Granted mod. CP to change main studio location.

KWJJ Portland, Ore.—Granted license change in daytime DA pattern.

WSMI Litchfield, Ill.—Granted license new AM station; 1540 kc 1 kw D.

WMFD-FM Wilmington, N. C.—Granted license new FM station; Chan. 242 (96.3 mc), 11 kw, 340 ft.

WCAL-FM Northfield, Minn.—Granted license new FM station; Chan. 239 (95.7 mc), 49 kw, 340 ft.

KFGQ-FM Boone, Ia.—Granted license new FM station; Chan. 257 (99.3 mc), 310 w, 200 ft.

KSMU-FM Dallas, Tex.—Granted license new noncommercial educational FM station; (89.3 mc) 10 w.

KUHF Houston, Tex.—Granted license new noncommercial educational FM station; Chan. 217 (91.3 mc), 9.6 kw, 250 ft.

WFIU Bloomington, Ind.—Granted license new noncommercial educational FM station; Chan. 215 (90.9 mc), 33 kw, 300 ft.

WAJC Indianapolis, Ind.—Granted license for new noncommercial educational FM broadcast station; 91.9 mc, Chan. 220, 700 watts, 50 ft.

WMON Montgomery, W. Va.—Granted mod. CP for ext. of comp. date to 5-28-51; conditions.

WMBL Moorehead City, N. C.—Granted authority through Dec. 15 to operate with reduced power pending installation of damaged components and resumption of normal operation.

WCBS-TV New York—Granted mod. CP authorizing change in trans. location; change in ERP from vis. 13.7 kw, aur. 10.0 kw to vis. and aur. 6.5 kw, also to install new antenna system and transmitters; ant. 1,290 ft.

BACK IN 1930 these gentlemen launched the BC Remedy Co. in radio. At a 20-year celebration they gathered at a special luncheon at the Carolina Country Club in Raleigh, along with members of their staffs. They are (l to r) Knox Massey, Harvey Massengale Co., Durham, N. C. agency; C. T. Council, president of the BC Remedy Co., and R. H. Mason, general manager of WPTF Raleigh. Station presented a pair of sterling candlesticks to Mr. Council.

December 5 Applications...

ACCEPTED FOR FILING

AM—1600 kc

WKNK Muskegon, Mich.—CP AM station to change from 1600 kc 5 kw-D 1 kw-N to 1600 kc 5 kw unl.

CP to Replace CP

WLIN Merrill, Wis.—CP to replace expired CP to change frequency, power etc. and install DA-N.

License Renewal

Request for license renewal AM station: KGRH Fayetteville, Ark.; KGIW

(Continued on page 96)

'Baptism by Fire'

NEW KGER Long Beach, Calif., studios underwent their own "baptism by fire" recently when a mailbag, cuddled too close to an electric heater in one of the station's month-old studios, burst in flames and caused a fire in the new building. Total extent of damage was approximately $1,000, with major damage being done by smoke and soot. There also was a matter of about 600 letters in the ill-fated mail bag. Station moved into its new studios Nov. 4 [BROADCASTING •TELECASTING, Nov. 20]. Building housing studios was erected at a cost of about $50,000.

WBBQ Augusta, Ga. USES Magnecorder

Used By More Radio Stations Than All Other Professional Tape Recorders

NEW PT63-A

Unit Construction permits portable or rack mount operation. 3 separate heads to monitor from the tape! Prevents recording errors! New 3 head unit also available to convert present PT6 Magnecorder.

WRITE Magnecord INC.
360 N. Michigan Ave.
Chicago 1, Ill.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
"A reliable service for over 18 years"
For immediate service phone
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

71% OF ALL AM-FM-TV BROADCASTERS USE ANDREW TRANSMISSION LINES AND FITTINGS
Andrew CORPORATION 363 E 75th St. Chicago 19, Ill.

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*Member AFCCE**

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A 43-year background
—Established 1926—
PAUL GODLEY CO.
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Commercial Radio Equip. Co.
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26 Years' Experience in Radio Engineering
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There is no substitute for experience
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McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
*Member AFCCE**

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
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Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
REpublic 7236

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WASHINGTON, D. C.
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Dallas, Texas Seattle, Wash.
1728 Wood St. 4742 W. Ruffner
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New Rochelle 6-1620

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CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads, $12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesmen

Experienced time salesman for local accounts. Want permanent man, who will have chance at commercial management. Good salary, plus incentive. Texas ABC station. Box 110H, BROADCASTING.

New England independent needs a salesman with imagination, perseverance and drive. A good salesman can earn a good weeks pay. Box 163H, BROADCASTING.

Salesman: 1000 watt, Pennsylvania independent. Small market. Will pay $75 to start. Have block of accounts to new man. No world beaters. Just good radio man willing to work and interested in earning more. Box 171H, BROADCASTING.

Progressive local station, good east coast community 15,000, wants aggressive salesman with car. Permanent, salary and commission. Please give full details first letter and picture, if possible. Box 192H, BROADCASTING.

Salesman. Top station, sound market, 5 kw going net. Must be alert radio salesman. Box 197H, BROADCASTING.

Topnotch salesman. If you would like a small western town and can sell aggressively and smoothly to small town people and still meet agency men, maybe we can use you. Interested in a married man willing to settle here and organize his time and efforts to do a real selling and servicing job. If you have additional abilities such as first class ticket, sports announcing experience, etc., they would be of value. Send us complete details about yourself and we'll tell you more about our opening. Position open immediately. Contact KRPL, Moscow, Idaho.

Salesman—Experienced in constructively selling radio. Must be alert and ethical. To represent leading station, NBC affiliate, in competitive market. Send full information; references, photo, income requirements. KSEI, Pocatello, Idaho.

One of our salesmen has moved on to an agency. If you are ready to move into a tough metropolitan market in one of America's better indies—WGAY—write or phone immediately. Draw against commission. Experience and car necessary. General Manager, WGAY, Silver Spring, Md.

Wanted, experienced energetic salesman to sell to the TV stations in the midwest area very attractive TV program for children. No objection to supplementing this with present duties. Write or call The Ghost Rider Enterprises Inc., Empire State Building, 350 Fifth Avenue, N. Y. C., LA 4-1571.

Announcers

Wanted, mature, experienced, forceful announcer, strong on sports, news, interviews, commercials. **Write full details and expected salary. Box 98H, BROADCASTING.**

Announcer, Ohio station. Must have experience news, special events, commerical plus console operation. Excellent opportunity for right man. Box 164H, BROADCASTING.

Morning personality by midwest 5 kw station. Capable handling western shows and building strong morning audience. Rush disc or tape, full details, salary requirements. Box 169H BROADCASTING.

Eastern network station needs versatile disc jockey-special events man. Must be tops. Box 174H, BROADCASTING.

Help Wanted (Cont'd)

Wanted: Hard hitting able negro disc jockey, wild, frantic, strictly hep style, jive talk, bouncy lingo, mass appeal, promotion conscious. Ability to sell self on air and in person important. Ad-lib ability to punch commercial necessary. Neat appearance, educated background, ability to work smoothly in south important. Pay based on ability, guarantee, talent, commission, plus bonus. New 1000 watt station in major southern market starting January 1st. Give complete details first letter and include picture. Send no audition disc. Box 167H, BROADCASTING.

Combination announcer-engineer wanted. Accent on announcing. $50.00 for 48 hour week, raise in 3 months plus bonus for good man. ABC outlet in Florida, resort town of 30,000. Send disc or tape plus full details, experience and references. Box 186H, BROADCASTING.

Wanted: Announcer-engineer for sunny south Texas station. Top salary for top announcing voice. Rush qualifications and voice audition. Box 187H, BROADCASTING.

Announcer with first class license wanted immediately by fulltime station in college town. Emphasis on announcing. Salary, disc, first letter. KAYS, Hays, Kansas.

KNPT, Newport, Oregon, needs two good combination men immediately due to increase of power to 1000 watts.

We can use one or two good announcers with first class tickets. Interested in married men with accent on top announcing. Opportunity to work into programming job. Good western town. Contact KRPL, Moscow, Idaho, give complete details, including picture, audition, salary expected and references.

Opportunity for first phone-announcer who doesn't want a fortune over night. Open salary guaranteed. Basic experience preferred. Mutual affiliate, 250 watts. Phone 650 or 1021, KSVP, Artesia, New Mexico. A future.

5000 watt Mutual affiliate needs good announcer for news. Record shows and straight announcing shift. Pay starts at $50.00 weekly with increases to right man as he proves himself. Want man for midwest area, bottle chasers and floaters need not apply. Send letter of application and disc to Ray Beals, KVGB, Great Bend, Kansas, indicating experience, age, marital status. Enclose picture.

Immediate opening two combination announcer-engineers, accent on announcing. One position chief engineer. Please give all details in first letter with disc. Experience not necessary, but helpful. WDEC, Americus, Georgia.

Wanted: Announcer with first class license for permanent, well paid position. Send disc and full details to WGNI, Wilmington, N. C.

Wanted: Two experienced announcers immediately. Send disc and all details first letter. If no experience, do not apply. WHNC, Henderson, N. C., phone 736.

Staff announcer, sound commercial man, newscaster. Send disc, details to WKBH, La Crosse, Wisconsin.

Staff announcer, good commercial man, permanent position, future for reliable, experienced person. Send disc, photo, details. WPIC, WPIC-FM, Sharon, Pa.

Announcer-engineer for fulltime Mutual affiliate. Send full information immediately. WPNF, Brevard, N. C.

Technical

Wanted, one first class operator for WFNC, Fayetteville, North Carolina. Mail letter of experience, education and references.

Help Wanted (Cont'd)

Men with at least 8 years combined electrician and radio experience to install and maintain custom built audio devices. Must want to travel throughout any area in the United States continually. Excellent salary plus expenses. Transportation provided. Must have automobile drivers license. Send personal snapshot with record of experiences and references. Box 764D, BROADCASTING.

Wanted: Chief engineer for prominent New England regional. Must be hard working, full of pride in technical perfection and capable of maintaining RCA 5DX 5 kw transmitter and maintaining somewhat elaborate studio audio equipment and making whatever changes therein may be required from time to time. Please state full details regarding experience, references and expected starting pay first letter to Box 166H, BROADCASTING.

Transmitter studio operator (no announcing) first phone license to operate tape-disc recorders, turntables. ABC-MBS affiliate. Start $180 per month. Box 196H, BROADCASTING.

Engineer with announcing capabilities, not necessarily experienced, needed immediately by CBS affiliate. Contact Jim Duncan at KSIL, Silver City, New Mexico.

Engineer-announcer urgently needed. Experience not necessary if willing to work and learn. Contact Irwin Trowbridge, WVMC, Mt. Carmel, Illinois.

First class engineer-announcer, Mutual affiliate station, eastern Montana, 45 hour week. Good working conditions, permanent position. Write or wire Post Office Box 1015, Miles City, Montana.

Production-Programming, others

Continuity writer with at least one year commercial radio copy experience wanted at network affiliate, city of 100,000 in midwest. Reply, giving experience, references, salary expected and copy samples, to Box 90H, BROADCASTING.

One woman copywriter and one experienced announcer. Send disc, photo, particulars first letter. Box 116H, BROADCASTING.

High Hooper, progressive station with heavy commercial schedule, seeks program director-traffic manager experienced in Mutual affiliate. Some announcing. No sports. Present program director returning to university latter part of January. Position open now or can wait until January 15th. Starting salary $60.00. If satisfactory, $75 within two months. Possible to advance to sales director or assistant manager within few months. Woman would be considered. Knowledge of Spanish helpful but not essential. Owner constructing two additional stations. Write full details, draft status and call letters of Mutual station in which experience obtained. Do not phone or send audition or other returnable material. Keith Tye, KVER, Box 1388, Albuquerque, New Mexico.

Television

Technical

Experienced TV broadcasting technicians for Pennsylvania television station. Those with several years experience in larger AM broadcasting stations will be given consideration in lieu of actual TV experience. Best references required by long established company with liberal personnel policies. Box 165H, BROADCASTING • *TELECASTING.*

Situations Wanted

Managerial

Assistant manager, program director. Over 9 years experience, last 3 in NBC regional, highly competitive market. Qualified administrator, personnel man, writer, production and news director. Excellent references. Available after January first. Box 63H, BROADCASTING.

Situations Wanted (Cont'd)

Commercial manager, well experienced, seeks change. Box 100H, BROADCASTING.

Manager with thorough background in all phases of radio available. No miracle worker, but hard, sober business administrator able to operate efficiently and profitably. Strong on sales promotion and programming. Change necessitated through pending station sale to new owner who will be his own manager. Young, married, reliable. Box 175H, BROADCASTING.

Sales and feature promotions, 42, married, university graduate, 20 years experience newspaper and radio sales. Guaranteed producer. Good record. Box 195H, BROADCASTING.

Success breeds success! Nine successful years of management, sales, programming. Manager-sales manager with impressive get-and-keep sales record. Excellent references. East only. Box 212H, BROADCASTING.

Salesmen

Good salesman wants good job. Box 99H, BROADCASTING.

Salesman who has been through the mill as salesman, commercial manager and manager, is ready to settle down as an A-1 salesman for an A-1 station. Married, 45 years old, top references, fully experienced. Excellent record in major market of one million as well as in market of 20,000. Write Box 178H, BROADCASTING for further details.

Salesman-continuity writing, 6 years experience sales promotion, many products. Experienced in all phases commercial copy, writing and continuity. Single, draft exempt. 2 years college. Box 200H, BROADCASTING.

Announcers

Basketball, play-by-play. One of nation's best. $150 weekly. Box 73[illegible] BROADCASTING.

Sportscaster. Exciting play-by-play for topnotch sports area. Experienced at basketball, football, baseball, boxing and wrestling. University graduate. Favorable draft status. Married. Veteran. Authoritative newscasting and announcing of high caliber. Box [illegible] BROADCASTING.

Experienced announcer, single veteran, 24. Non reservist. Fifteen months experience. DJ, news and sports programs, general staff. Excellent reason for desiring change. Available usual notice anywhere. Tape, best references available. Morning shift desired but not necessary. All replies answered. Box 70H, BROADCASTING.

Announcer, colored, excellent voice, have promotional ideas, disc on request. Box 95H, BROADCASTING.

News, sports and special events commentator, 8 years experience. Veteran, married. Presently employed large NBC station. College education. Experience play-by-play major college football, professional baseball and professional basketball, emcee, variety shows, all-round top caliber man with public relations experience. Prefer AM and TV. Top references available. January 1st. Box 97H, BROADCASTING.

Announcer, first phone ticket, vet, 3½ years staff, news, sports and DJ experience. Mostly evening shift. Prefer programming and production to engineering. Programming and copy background and would like to enlarge on same. Disc, references. Box [illegible] BROADCASTING.

Announcer, six years commercial radio. Married; desire permanent opportunity with good station, friendly community. Box 114H, BROADCASTING.

AM engineer now, but would like to do more. Announcing, sales or promotion. Am I too ambitious? Box [illegible] BROADCASTING.

Staff announcer: Independent and network experience. Mature voice with pleasing, selling delivery. Excellent news. Classical, popular music, audience participation, ad-lib and interview ability. Ambitious and production minded. Top references. Veteran, age 27, car. Desires permanent AM or TV operation in eastern metropolitan market with opportunity for advancement. Available January First. Please include all details. Recent photo, tape and complete background upon request. All inquiries answered promptly. Box 162H, BROADCASTING.

Situations Wanted (Cont'd)

Experienced newscaster, available in January. Excellent background. Interested in locating in east. Box 168H, BROADCASTING.

Vet, above average background, current events, sports, classical music. Dramatical ability. German, Spanish languages. Good voice, personality. Box 169H, BROADCASTING.

Announcer with board experience now employed on network station. Veteran, 3 years old. Want work in midwest. Two years radio school. High starting salary unimportant. Sincere! Ambitious! Box 172H, BROADCASTING.

Dependable, sober, first class announcer experienced all phases. Ten years radio, draft exempt disabled veteran. Married, family on way. Consider northern or central California. Sixty-five week minimum to start. Box 173H, BROADCASTING.

Midnight newscaster available. Best references in the industry. Network and 50 kw experience. Thoroughly experienced news editor with dignified and respect-commanding delivery. Seeking position with larger station in eastern market. Box 190H, BROADCASTING.

Combination woman (announcer-copywriter) seeking progressive job opportunity. Six-year background. Box 192H, BROADCASTING.

Let me create some interest at your station. I am a colored femme disc jockey. Two years experience. Yes, can sell as well as have proven ability to run controls. Full of ideas, can direct shows and give news. Maybe I am just what you need. Can be available after April 1st. Box 194H, BROADCASTING.

Announcer, 4 years experience, also programming. Interested in announcer position or program director. Box 195H, BROADCASTING.

Announcer-salesman. 2½ years experience announcing, strong on sports. 6 years experience sales promotion. Single. Draft exempt. 2 years college. Box 201H, BROADCASTING.

Major league baseball announcer seeking play-by-play basketball and other sports. Box 203H, BROADCASTING.

Announcer wants experience. Draft exempt, college grad. New England preferred. Box 204H, BROADCASTING.

Available immediately, announcer, 2 years experience. Chief announcer with 1 kw indie, past 1½ years. Young, versatile, deep mature voice, married, no child, vet. For taped audition write. Box 205H, BROADCASTING.

Announcer-newsman. 7 years all phases. Presently employed, draft exempt veteran, family man, 30 years old. Will go anywhere. Box 207H, BROADCASTING.

Not a Godfrey, Murrow or Block, but competent staff announcer heavy on commercials with four years experience. Draft exempt. Box 209H, BROADCASTING.

5 years announcing, 2 years present employ as program-production director and special events for 1000 w northeastern indie. BS, MS in Radio. Assistant radio instructor university. Deep resonant voice, network presentation. Sports play-by-play, including 2 years college football. Vet, 27, good appearance. Sense of humor, can write. Minimum $70. Box 210H, BROADCASTING.

Versatile young couple with 1st phones, experienced in combo operation, traffic continuity, etc. Box 211H, BROADCASTING.

Can not hurray-for-me boy. Chicago announcer, experienced. College education, news, emcee, drama, etc. Network affiliate 5,000 watt and up. Available now. Excellent references. Box 213H, BROADCASTING.

Experienced announcer. Larger market comparable salary. Please, no Pickwater towns. Box 214H, BROADCASTING.

Local news editor, sportscaster, special events director. Leaving CBS affiliate after five years. Employers among references. Age 33, married. Available for December interview. Leaving top 50 watter. Interested in equally good larger station with opportunity to advance. Have fed network sports and news features. Can build and hold local following. Available January first. Not in reserve. Bob Delaney, 26 Nathan Hale, West Palm Beach, Florida.

Situations Wanted (Cont'd)

Technical

Engineer, experience includes 5 years consulting engineering, highly skilled in directional antenna design and performance. Previous experience includes several years as chief engineer. Draft exempt. Box 813G, BROADCASTING.

Chief engineer. 17 years experience. Seeks change to progressive station. Salary secondary to opportunity. Best references. Box 842G, BROADCASTING.

Engineer. Experienced studio, phasing and directional equipment, maintenance and remotes. Box 952G, BROADCASTING.

Engineer, phone first, complete offer first contact. Box 974G, BROADCASTING.

Engineer, first class radiotelephone license. Six years experience, FM, AM, studio, remotes, transmitter. Married, mature, draft exempt, no combo, references. Box 59H, BROADCASTING.

Chief engineer-announcer, plenty of experience, reliable, hard worker. Draft exempt veteran with dependents. Oklahoma, Arkansas area only. Box 145H, BROADCASTING.

Chief engineer with ability and experience to handle the toughest broadcast problems-operation, maintenance, construction, any size or type operation. Let my references tell you. Undraftable. Box 179H, BROADCASTING.

Engineer, 3 years experience. Active ham 20 years. Wants permanent position. No combo. Have car. Available immediately. Box 191H, BROADCASTING.

Four years of broadcast engineering work, four years teaching radio transmitter and receivers, no draft, no reserve, no National Guard. Married, car, willing to travel, write for reference. 806 S. Jackson, El Dorado, Arkansas.

Production-Programming, others

Newsman. Mature, experienced, fully qualified in all phases. Own minitape. Box 955G, BROADCASTING.

Experienced program director, extensive copy, sales, production, announcing background. Married; permanent. Box 113H, BROADCASTING.

Attention university town stations. Program director seeks same or similar position. Experienced, trained, employed, successful, sales conscious. Age 25. Can supervise any or all phases of station operation. Box 180H, BROADCASTING.

Two vets, draft exempt, with a total of eight years experience, desires a position with reliable station. Both have held executive positions and experienced in all phases of commercial radio. Also one year training in television producing and directing. Box 183H, BROADCASTING.

Showmanship! If you need it, nine years background in theatre-radio work is your answer. Want PD in tough market. Keep your promises or don't answer. Box 185H, BROADCASTING.

Continuity writer-traffic manager, currently employed as program director, but prefer continuity and traffic. Eight years experience including announcer-operator and music librarian. Salary requirement reasonable. Would prefer to locate in deep south. Available two weeks notice to present employer. Reply Box 189H, BROADCASTING.

Program director-announcer. Available soon. Am now assistant at large net station. Will go anywhere. Married. Box 199H, BROADCASTING.

Radio producer/director, 2 years experience at top New York independent. Box 202H, BROADCASTING.

Program director. Experienced all phases small station operation. Coordination and detail my specialty. Prefer position requiring little announcing. Excellent references. Available immediately. Minimum salary $60. Sam McClaughry, 8521 S. Loomis Blvd., Chicago, Illinois. TRiangle 4-1459.

Television

Production-Programming, others

Radio producer desires television experience. 10 years radio experience. Background in music and Little Theater. Box 216H, BROADCASTING • *TELECASTING.*

Situations Wanted (Cont'd)

Experienced television film director, desires change in TV, from independent local station to network television station. Livewire, good references, willing to re-locate, single. Got TV problems in films, or in TV broadcast operations, contact Box 176H, BROADCASTING • *TELECASTING.*

Hard worker and good "Idea Man" desires spot in your TV or AM operation. Six years stage and radio: Production, directing, writing and announcing. Graduate top TV school. Please write: John Austin, 2854 46 St., Long Island City, New York.

Managerial

Buy experience in television. Check this background for your organization. 10 years in AM and TV, includes sales, sales promotion, public relations and merchandising, with previous programming and copy experience. Good speaker. Know TV organization and operation. Desire commercial manager setup of TV station or AM combination. Also interested in AM planning TV. Box 177H, BROADCASTING • *TELECASTING.*

For Sale

Stations

For sale, basic network affiliate in major southwest market. Profitable operation in exceptionally good city. Pleasant year-round climate, cool in summer; warm in winter. Annual gross $150,000. Priced to sell as owner needs to liquidate to engage in development of new, larger property. Priced to sell at $100,000. Half cash; balance in long term notes. Box 115H, BROADCASTING.

All or part of 500 watt daytime station in New England. Only station in city of 40,000. Write all details in reply. Strict confidence assured. Write Box 161H, BROADCASTING.

Equipment, etc.

3 unused American Plate transformers, type OISO 230 volts low, 7500Y high 75 KVA cont., 60 Cy. 3 phase. Box 62H, BROADCASTING.

250 watt independent station in growing southwestern community. Box 184H, BROADCASTING.

Have spare GE 3 kw FM transmitter and freq-mod monitor, almost new condition, together with some coax, GE FM antenna fittings. Not giveaway, but good buy for broadcaster intending to reinstate FM operations, or for new FM station. Box 215H, BROADCASTING.

Presto 6N and 6C recording turntables, 2 extra feed screws, 160B equalizer, 85A amplifier. Russ Thrun, c/o WHLS, Port Huron, Michigan.

GE 250 FM transmitter, Western Electric 25 console, FM monitor, 1 GE donut, sacrifice. Merger of WJLK and WCAP makes this equipment available. WJLK, Asbury Park, N. J.

Studio-transmitter link. R.E.L. model 694 with 15 watts modulated RF output, in excellent condition. Used less than 4,000 hours by deleted FM station. Suitable for either FM or AM. Cost $6,785. Price $4,785 cash plus shipping costs. James A. Hardman, 27 Bank Street, North Adams, Massachusetts.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Equipment, etc.

UHF TV transmitter, audio optional. Send outline specifications, price and delivery interval. Box 34H, BROADCASTING.

Desire good condition, used REL, Collins, RCA or GE 3 kw transmitter, GE or Hewlett-Packard mod-freq monitor, 4 section Collins sidemount FM antenna. How much 1⅝ inch 51 ohm coax do you have (Andrew or Communications Products). Quote lowest price first letter for quick cash sale. Box 150H, BROADCASTING.

Wanted to Buy (Cont'd)

FM 1 or 3 kw transmitter. Price must be right. Also FM mod-freq monitors. Box 141H, BROADCASTING.

Tower, self-supporting, 360 to 600 feet. Box 142H, BROADCASTING.

Want 1 kw AM transmitter and a complete/or sections of Wincharger tower type 101. Box 181H, BROADCASTING.

Obsolete 1 kilowatt broadcast or communications telephone transmitter. Particularly interested in WE linear amplifier type 71A utilizing 279A or similar finals. Box 182H, BROADCASTING.

Equipment wanted. 1000 watt station. Must be bargain. No hurry. Box 208H, BROADCASTING.

Will pay cash for WX2C RCA field meter. Get in touch with KSTT, Davenport, Iowa.

Wanted: Standard audio rack, state price and condition. Fred Chassey, WKDN, 2881 Mt. Ephraim Avenue, Camden 4, N. J.

200 ft. tower, 1 kw transmitter, monitors, turntables and console. State condition, price, terms. Contact Dick Biddle, 104 Circlewood, Tuscaloosa, Alabama.

Help Wanted

Salesmen

PBS

America's newest and fastest growing network

requires the services of fifteen additional men thoroughly experienced in station relations and sales.

Phone: Judson 6-5529 for appointment. Write or wire Office Suite 565 Park Sheraton Hotel, New York City.

PROGRESSIVE BROADCASTING SYSTEM

Situations Wanted

Salesmen

TEXAS REPRESENTATIVE

Have downtown metropolitan offices with low overhead. Interested representing radio, television or allied business in southwest territory. Experienced in sales programs and management. Know entire trade territory thoroughly. Full or part time salary and or commission. Box 160H, BROADCASTING.

Announcers

ANNOUNCER Staff or sports desired at larger operation. 4 years experience includes sales and programming. College. Married. Disc and references. Write now to

Box 206H, BROADCASTING

Miscellaneous

CUSTOM JINGLES
with proven sales results
RICHARD STROUT
PRODUCTIONS, Box 2261, Hollywood

XUM

Programs Promotion Premiums

(Continued from page 88)

"This is a Horsefeather. . . ." Copy points out feather is for use when other stations send reader data on costs per 1,000 listeners. It goes on to point out that KLX costs are lower and their drawing power stronger, supporting statement with Hooper ratings. End of letter asks reader to get in touch with station for more information.

PROGRAM FANS ● ● ●

WTOP-TV Washington, *Cowboy Playhouse*, 5:15-6:15 p.m., Mon.-Sat. Viewers who would like to see their pictures on TV are asked to write station. Names are picked from different addresses in metropolitan area. Each child is given five penny post cards to send friends telling when their picture will appear on program and asking them to see it. They also receive five copies of photos used. Promotion designed to make program "most talked about in Washington."

RELIGIOUS QUIZ ● ● ●

WCAU-TV Philadelphia, *Guess or Know*, started Dec. 3, Sun., 2-2:30 p.m., religious quiz program. Children between ages of 12 and 14 participate, trying to answer questions dealing with Bible, church history, hymns and Bible geography. Show is presented as public service program in cooperation with Radio and Television Committee of Philadelphia Council of Churches and American Bible Society.

'LADIES SHOW' ● ● ●

WSYR-TV Syracuse, N. Y., *Ladies Day*, started Dec. 4, Mon.-Fri., 2:30-3 p.m. Program features Joan Holland as m.c., chosen from over 100 women applicants interviewed during planning for show. Program deals with topics of interest to women such as fashions, beauty hints, child care and home demonstrations. Mrs. Holland formerly was a beauty consultant for Lever Bros.

CAPTIVE AUDIENCE ● ●

WIND Chicago has been asked to send its weekly program schedule to librarian at government penitentiary in Terre Haute, Ind. Librarian reported station is listened to regularly, and that schedule will be used in compiling weekly program of radio broadcasts to be aired on prison's central communications system.

NEW TV AD ● ● ●

BUTLER Floor Co., Butler, Pa., placing television set in lobby of local theatre for advertising. Ads are projected in color on the upper portion of two-screen console, lower part being used for regular telecasting. These ads show new scenes every 15 seconds, total time for each advertiser being three minutes. Details for campaign were handled by Video Advertising, N. Y.

ROUNDTABLE ● ● ●

WSVS Crewe, Va., Sun., Dec. 3, presented roundtable discussion of National Council of Churches of Christ in United States of America. Half-hour broadcast followed conclusion of organization convention in Cleveland. Three clergymen and one layman from local churches participated. Program closed with prayer for success of council.

CHRISTMAS PARADE ● ● ●

WBKB (TV) Chicago featured hour-long telecast of Santa Clause Parade along State St., Nov. 18, 9:30-10:30 a.m. Local florist who sponsored show distributed 1,600 flowers and plants to watching crowd. Camera on 11th floor of WBKB building and one on street covered event. Station used two commercial films of institutional type at beginning and end of telecast. Station reports that by noon sponsor received 1,000 calls from viewers, mostly congratulatory.

STRONG RADIO ● ● ●

WTAG Worcester, Mass., received credit from local merchants for helping city lead New England in retail sales gained. In story that appeared in *Worcester Evening Gazette*, merchants credit rise to local sponsorship of *Talent Shop*, weekly feature and tag identifications daily beamed to out-of-town listeners.

TEAR SHEET ● ● ●

KYW Philadelphia sending tear sheet to trade and advertisers of column by Ruth Welles, station's women director, which run is 49 weekly newspapers. Sheet on front tells of her listening audience and why advertiser should participate on show. Attached also are letters from women she has interviewed on her program, expressing their thanks.

WELCH SPONSORS ● ● ●

WCFM (FM) Washington, *Big Sister*, Dec. 4 began broadcasting under sponsorship of Welch Grape Juice Co., Sheila Goldstein, 16-year-old m.c. reads stories and poems and sends birthday greetings for young audience. Show has been on station for 18 months.

GERMAN-AMERICAN SHOW ●

WCCC Hartford, Conn., *German-American Hour*, Sun. Show features choral groups and vocal solo recordings and is emceed by John Brubaker. He works in cooperation with Hartford Saengerbund Club in making eventful announcements concerning German-American social. Folk music of German and Austrian ages is featured.

FOOTBALL COVERAGE ● ●

WTVR (TV) Richmond, Dec. 2, telecast exclusive coverage of local high school football game. Station claims it was "first" to telecast high school football in state of Virginia. Cameras were set atop press box for maximum coverage of contest.

SKI SHOW ● ● ●

WPTR Albany, N. Y., *Ski Scoops*, Fri., 5:45 p.m. show, starting third year features George Miller, station's sports director. Program covers all winter sports, snow reports, resort information and winter sports news and interviews.

BEAUTY SHOW ● ● ●

WTTG (TV) Washington, *Time Out For Beauty*, 10:15 a.m. daily. Show devoted to beauty exercises and facts about beauty, with demonstrations. Aletha Agee, "Miss DuMont Television," is program m.c with two assistants doing demonstrations.

KRSC Joins PBS

KRSC Seattle has joined Progressive Broadcasting System as an affiliate.

JEWISH SERIES

Set for Holiday Air

FORTY-FIVE U. S. and Canad stations will carry a series of f quarter-hour Jewish educatio programs during the holida starting this week. The series, p duced for District 6 of B'nai B America's oldest and largest Jew service organization, is described "an experiment in public serv to provide spiritual and educatio sustenance to Jews in small tow and to acquaint non-Jews w present-day interpretations of B lical Jewish Holy Days." Herb Kraus, former public relations rector of WMOR (FM) Chica handled production.

The holiday series includes *Hanukkah Holiday*, *Speak Up F Brotherhood*, *A Purim Prolog* and *Out of the House of Bonda* Stations which will broadcast th series follow:

Illinois — WGIL Galesburg, WS Decatur, WCVS, WTAX, WMA Springfield, WLPO East St. Lou Michigan—WCAR Pontiac, WJPD Is peming, WBCM Bay City, WMIQ Ir Mountain, WDBC Escanaba, WKM Saginaw, WDMJ Marquette, WA Alpena, WIBM Jackson, WKNK Mu kegon, WSOO Sault Ste. Marie; Mi nesota—KAUS Austin, KDAL Dulu KATE Albert Lea, WMFG Hibbin Iowa—KSTT Davenport, KSMN M son City, KWAT Watertown, KD Dubuque, KWCR Cedar Rapids, KI Des Moines, KVFD Fort Dodge, KW Muscatine, KXIC Iowa City, KR Mason City, KROS Clinton, KW Waterloo, KFJB Marshalltown, KS Council Bluffs, KCOM Sioux Ci North Dakota—KVOX Fargo, KLP KCJR Minot; Wisconsin — WT Stevens Point, WSAU Wausau; C ada—CHAB Moose Jaw, Sask.; C Winnepeg, Man.; CVCA Edmon Alta.; CKX Brandon, Man.

MICH. MEETING

Baughn Named MAB Presid

EDWARD F. BAUGHN, vice pr ident and general manager, WPA Ann Arbor, Mich., was elected pr ident of the Michigan Assn. Broadcasters during the grou annual meeting in Lansing [BROADCASTING • TELECASTING, Nov 1 He succeeds Stanley Pratt, WSO Sault Ste. Marie, for a one-ye term.

Named to the MAB board of d rectors were Lester Lindow, WFI Flint; James Riddell, WXYZ D troit; Leonard Versluis, WLA Grand Rapids, and Don DeGro WWJ Detroit. Mr. Lindow w elected vice president and Mr. Ri dell secretary-treasurer.

Controlling Interest in Profitable Central California Network Regional $65,000.00

Money making-network regional in single station market removed from metropolitan service area of today's radio and tomorrow's television in rich growing productive market. The service area is heavily populated with more than 200,000 residents according to the 1950 Census. This station has been on the air for a few years and got immediate acceptance from both the listeners and the time-buyers and has made money from the very outset. RCA equipped and located on valuable real estate which the station owns. Between 60% and 70% of the station available for $65,000.00. Properties of this value and price move quickly. We would suggest that you act immediately.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

TO ALL STATION MANAGERS

CTS offers a new, urgently needed service. Proven network announcers transcribe spots either straight or production for local sponsors at minimum cost. *CTS* insures greater radio sales for station and sponsor. *CTS* information and rates upon request.

Commercial Trans-Service
143 W. 41st St. N. Y. C.

Westinghouse

(Continued from page 20)

Wayne; Martin J. Murphy, Young & Rubicam, New York; John C. Naylor Jr., Gardner Advertising, St. Louis; J. James Neale, Dancer-Fitzgerald-Sample, New York; Linnea Nelson, J. Walter Thompson, New York; Louis J. Nelson, Wade Advertising, Chicago; J. H. North, Aubrey, Moore & Wallace, Chicago; Arthur Pardoll, Sullivan, Stauffer, Colwell & Bayles, New York; H. Preston Peters, Free & Peters, New York; Curt Peterson, Marschalk & Pratt, New York; Charles H. Philips, NBC; Elizabeth Powell, Geyer, Newell & Ganger, New York; Robert H. Prigmore, KEX Portland.

L. R. Rawlins, KYW Philadelphia; Sherwood J. Reekie, MacManus, John & Adams, Detroit; R. G. Rettig, Whitehall Pharmacal Co., New York; Robert M. Reuschle, McCann-Erickson, New York; Marion Reuter, Young & Rubicam, Chicago; Ray H. Reynolds, Rogers & Smith Advertising, Chicago; Harold R. Rorke, J. Walter Thompson Co., Chicago; George Rosen, *Variety;* Elenore Scanlon, BBDO, New York; Stanley Schloeder, Ruthrauff & Ryan, New York; Regina Schuebel, Duane Jones, New York; Tucker Scott, BBDO, New York; Jones Scovern, Free & Peters, New York; Lillian Selb, Foote, Cone & Belding, New York; Jayne Shannon, J. Walter Thompson, New York; Holly Shively, Ruthrauff & Ryan, Chicago; Frank Silvernail, BBDO, New York; Chester C. Slaybaugh, Morse International, New York; F. M. Sloan, Westinghouse Electric Corp., Sunbury, Pa.; W. C. Swartley, WBZ-AM-TV Boston; Sol Taishoff, BROADCASTING • TELECASTING, Washington; Robert H. Teter, KYW Philadelphia; Helen A. Thomas, Street & Finney, New York; William T. Tieman, Atherton & Currier, New York; George D. Tons, KDKA Pittsburgh; Kenneth Torgerson, Knox Reeves Advertising, Minneapolis.

Evelyn Vanderploeg, Schwimmer & Scott, Chicago; Frances Velthuys, Price, Robinson & Frank, Chicago; Edward Whitley, Badger & Browning & Hersey, New York; Charles Wilds, N. W. Ayer & Son, New York; Richard Wilson, Westinghouse Radio Stations Inc., Washington; Russell Woodward, Free & Peters, New York.

'51 Turning Point

(Continued from page 24)

elected president. Other officers elected were Mr. Wooten, vice president; Frank Armstrong, WDSG Dyersburg, secretary - treasurer. A. D. Smith Jr., WCDT Winchester; Mr. Sowell, and Earl W. Winger, WDOD Chattanooga, were elected directors.

Resolutions were adopted opposing FCC allocation of specific TV channels to educational institutions or other specific groups, thanking the *Nashville Tennessean* and *Banner* for coverage of the meeting; voicing appreciation of speakers' contributions and entertainment provided by WSM.

T. B. Baker, WKDA Nashville, moderated a small market stations panel. Members were Cliff Goodman, WETB Johnson City; Frank S. Proctor, WTJS Jackson; Frank Armstrong, WDSG Dyersburg; R. M. McKay Jr., WKRM Columbia.

Members of the convention committee were Paul Oliphant, WLAC, chairman; Jim McKinney, WKDA; Clarence Waggoner, WMAK; Tom Stewart, WSIX; Van Irwin, WNAH; Bill McDaniel, WSM, all of Nashville.

In his talk, titled "The Outlook for Radio in 1951," Mr. Davis said 1951 "will begin the end of great profits in radio—but not the end of profitable radio. . . . Profitable radio can go on for a long time—perhaps forever—despite the competition of that precocious child of electronics—television. But 1951 means the beginning of the end of a gusher of profits for radio broadcasters."

Mr. Davis figures 1951 will bring an adjustment in network rates and in station rates in TV cities and "even a loss in total hours sold in cities not directly affected by television."

Advertisers will put pressure on broadcasters in TV cities to cut rates, according to Mr. Davis, since "the actual circulation will no longer be there." With network affiliates becoming more competitive for local and spot sales, independents will have to work harder, he predicted, offering figures on loss in network time sales as evidence.

Broadcasters will have to get cooperation from talent, he said, though more talent will be used in TV than in radio. He felt the TVA demands "have hurt the broadening of television and, worse than that for them, I think they have hurt themselves as a group." Advertisers will cut the size of TV casts.

By making cost of facilities attractive to the advertiser, as well as cost of a program, radio can survive, according to Mr. Davis.

FC&B is exploring for a client a plan to have a top-notch radio show at small talent cost, he told the TAB delegates.

"The idea is simply this. The show should be rehearsed and done for television. Immediately afterwards, the same cast, with the same basic script, with necessary changes, would be taped for radio. The radio show would be put on the network at some designated time, or perhaps on just whatever individual stations might be desired."

Architect's drawing of new building to be occupied by Continental.

* * *

CONTINENTAL
To Move to New Building

J. O. WELDON, president of Continental Electronics Mfg. Co., Dallas, has announced the company will move into new quarters about Jan. 1. The new building is located at 4212-4220 Buckner Blvd., Dallas. Continental manufacturers broadcast transmitters and custom engineered electronic equipment.

Mr. Witty

The company also announced the recent appointment of W. M. Witty to the administrative staff of Continental Electronics as general manager. Mr. Witty was with RCA for 20 years.

Continental currently is manufacturing a production of type 315 5 kw and 10 kw AM transmitters, being sold by the Graybar Electric Co.

YOU CAN CALL YOUR SHOTS ON THE ARROWHEAD NETWORK

To cover the rich dairyland markets of Wisconsin; the industrial centers of Northern Minnesota . . . use the Arrowhead Network. You're interested in sales—and that's what we deliver!

ARROWHEAD NETWORK

WMFG HIBBING | WHLB VIRGINIA | WEBC DULUTH | WJMC RICE LAKE | WEAU EAU CLAIRE | WISC MADISON

Represented nationally by RA-TEL Reps., Inc. and regionally by BULMER-JOHNSON, Inc. Mpls.

FOR SOUTHERNERS ONLY!

Station manager's job open in network affiliate in a leading southern market. City is over 30,000; county about 100,000. Good starting salary plus commissions. Give full details first letter. Enclose snapshot.

Box 217H, BROADCASTING

ARE YOU INTERESTED IN THE DES MOINES AND IOWA MARKET ?

THEN BE SURE TO SEE THE KRNT AD ON PAGE 40 OF THIS ISSUE

READ— Something Every Sales Manager Should Know!

Docket Actions . . .

FINAL DECISION

WBAT Marion, Ind.; Kokomo Pioneer Bcstrs., and Chronicle Pub. Co. Inc., both Kokomo, Ind.—Announced final decision to grant application of WBAT Marion to change from 1600 kc 500 w day to 1400 kc, 250 w fulltime; and to deny applications of Kokomo Pioneer Bcstrs., Kokomo and Chronicle Pub. Co. applications for new stations on 1400 kc, 250 w fulltime, Kokomo. Decision Dec. 6.

WKAP Allentown; WSCR Scranton, both Pa.—Announced final decision to grant application of WKAP to change from 1580 kc, 1 kw day to 1320 kc 1 kw fulltime, directional night; and to grant application of WSCR Scranton to change from 1000 kc, 1 kw day to 1320 kc 1 kw day, 500 w night, directional night. Both grants subject to conditions. Decision Dec. 7.

INITIAL DECISION

Lubbock County Bcstg. Co.; KFYO both Lubbock, Tex.—Announced initial decision by hearing examiner Basil P. Cooper to grant application of Lubbock County Bcstg. Co. new station on 790 kc 5 kw day, 1 kw night, directional night and to deny application of KFYO to change from 1340 kc 250 w fulltime to 790 kc 1 kw fulltime, directional night. Decision Dec. 1.

KSET El Paso, Tex.—Announced initial decision by hearing examiner Elizabeth C. Smith to grant application KSET El Paso renewal of license and consent to assignment of license from Sunland Bcstg. Co. (KSET) to Rio Grande Bcstg. Co. KSET operates on 1340 kc, 250 w fulltime. Decision Dec. 5.

PROPOSED DECISION

WBAL Baltimore, Md.—Announced proposed decision to grant application of Hearst Radio Inc., (WBAL) renewal of license on 1090 kc, 50 kw fulltime, directional night; and to deny application of Public Service Radio Corp., new station on same facilities. Decision Dec. 6.

OPINIONS AND ORDERS

Home News Pub. Co., New Brunswick, N. J.—By memorandum opinion and order denied petition for reconsideration and rehearing of Commission's decision of June 27 denying Home News Pub. Co., CP for new station on 1230 kc, 250 w. Order Dec. 5.

WCAR Pontiac, Mich.; UAW-CIO Bcstg. Corp., Detroit—By memorandum opinion and order denied petition of UAW-CIO Bcstg. Corp., for rehearing of Commission's decision of July 26 giving WCAR Pontiac authority to move to Detroit on 1130 kc 50 kw day, 10 kw night, directional, and denying application of UAW-CIO for new station on 1130 kc 5 kw day, 2.5 kw night, directional, Detroit. Order Dec. 5.

KSOK Arkansas City, Kan.—By memorandum opinion and order denied petition of KSOK for reconsideration of Commission's action July 26, denying previous petition for reconsideration and grant without hearing of application to increase hours of operation to unlimited using 100 w night: granted request for clarification of July 26 order; hearing designated to commence Jan. 5, 1951 Washington. Order Dec. 5.

U. of Wisconsin, Madison; Manitowoc Bcstg. Co., Manitowoc, Wis.—By memorandum opinion and order denied petition of U. of Wis. for reconsideration directed against Commission's action of Jan. 26 granting Manitowoc Bcstg. Co., new station on 980 kc 500 w daytime at Manitowoc. Order Dec. 5.

WWJ Detroit, WICA Ashtabula, Ohio—By memorandum opinion and order denied petitions of WWJ and WICA for review of examiner's action Oct. 31, in reopening record in proceeding on applications WKNX Saginaw, Mich. and WKMH Jackson, Mich., and denied request of WWJ for oral argument on its petition and supplemental petition for review. Order Dec. 5.

WJBK Detroit; WILS Lansing, Mich.—By memorandum opinion and order dismissed petition of WJBK requesting Commission to reconsider Aug. 2 action to grant without hearing application of WILS authority to transmit programs produced in its studios to CKLW Windsor, Ont. Order Dec. 5.

FCC Actions

(Continued from page 90)

Applications Cont.:

Alamosa, Col.; WSPB Sarasota, Fla.; WANE Fort Wayne, Ind.; WPAD Paducah, Ky.; KFAM St. Cloud, Minn.; KDSJ Deadwood, S. D.

Modification of CP

KPOO San Francisco, Calif.—Mod. CP AM station for extension of completion date.

Mod. CP new FM station for extension of completion date: WAFM Birmingham, Ala.; WHO-FM Des Moines; KSCJ-FM Sioux City, Ia.; WKAP Allentown, Pa.; WFBC-FM Greenville, S. C.

License for CP

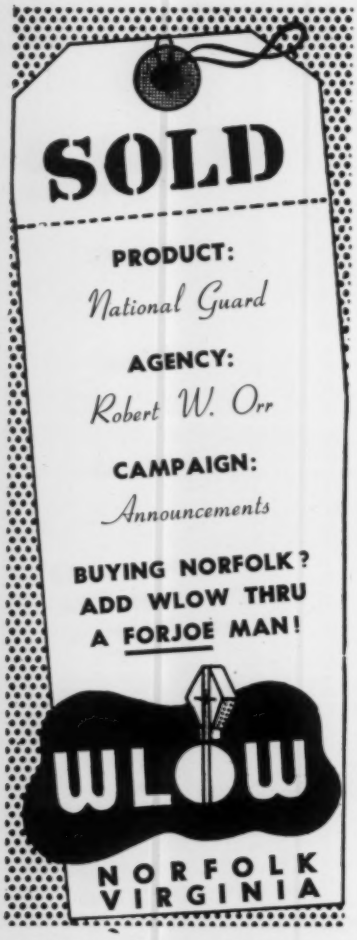
WJLB-FM Detroit—License for CP new FM station.

License Renewal

Request for license renewal commercial TV station: WJBK-TV Detroit; WOAI-TV San Antonio, Tex.

APPLICATION RETURNED

WAOV Vincennes, Ind.—RETURNED application for license renewal AM station.



FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO DECEMBER 7

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM stations	2,227	2,190	114		276	137
FM Stations	677	525	156	1*	150	6
TV Stations	107	52	57		373	171

* On the air.

• • •

Deletions . . .

ONE FM authorization reported deleted by FCC last week. Total deletions since Jan. 1: AM 33; FM 102; TV 3. Deletions and reason for withdrawal follow:

WBRO (FM) Brooklyn, N. Y.—Ebbets-McKeever Exhibition Co. Inc. CP Dec. 5. Forfeiture.

New Applications . . .

AM APPLICATIONS

St. Charles, Ill.—Greater Illinois Bcstg. Co., 1560 kc, 500 w day. Estimated construction cost $11,655. Greater Illinois Bcstg. is licensee of Class A FM station WEXI St. Charles. Filed Nov. 30.

Ionia, Mich.—Ionia Bcstg. Co., 1430 kc, 1 kw day. Estimated construction cost $13,950. Equal partners are: Kenneth Neubrecht, field engineer Gates Radio Co., Quincy, Ill. and Monroe MacPherson, owner of Ionia Chick Hatchery. Filed Nov. 30.

Freeport, Tex.—Brazosport Bcstg. Co., 1490 kc, 250 w unl. Estimated construction cost $9,825. Partners are: Kelly Bell, 66⅔% interest in law firm of Bell & Reavley, and owner KOSF Nacogdoches, managing partner 75%; J. C. Stallings, station manager KOSF, 25%. Filed Nov. 30.

Nashua, N. H.—City Bcstg. Corp., 1340 kc, 250 w unl. (Contingent on WEIM Fitchburg, Mass., change in facilities). Estimated construction cost $12,215. Principals include: Judge Bolec DeGasis, ⅓ interest in DeGasis Insurance Co., engaged in law practice and Judge of Municipal Court, president 36%; Jay E. Serwin, announcer-operator WFGM Fitchburg, v. p. and treas. 36%; Carter S. Knight, commercial manager WEIM, 28%. Filed Dec. 1.

Oak Ridge, Tenn.—Air Mart Corp., 1450 kc, 250 w unlimited. Estimated construction cost $10,225. Principals in corp. include: Harry C. Weaver, Commercial manager WATO Oak Ridge, president 28% plus; Frank H. Corbett who with Mr. Weaver owns WGAP Maryville, Tenn.; Harry J. Daly, attorney, 1 sh.; Owen J. McReynolds, designer engineer and sales engineer Gates Radio Co., vice president 28%. Filed Nov. 17.

Lansing, Mich.—Booth Radio & Television Stations Inc., 1470 kc, 1 kw daytime. Estimated construction cost $22,126. Applicant is licensee WJLB Detroit, WBBC Flint, and WSGW Saginaw. Filed Nov. 24.

Vero Beach, Fla.—Hurricane Bcstg. Service, 1450 kc, 250 w fulltime. Estimated construction cost $9,500. Principals include Claude C. Tillman, 16⅔% owner Siesta Autel, Fort Pierce, Fla., 50% and Robert E. Wasdon owner 33⅓% each WELS Kinston, N. C. and WLOW Norfolk, Va. Filed Nov. 24.

Aberdeen, S. D.—Aberdeen Bcst. Service, 1220 kc, 250 w day. Estimated construction cost $11,655. Sole owner Delbert T. Hunt is owner Del's Drive Inn (restaurant). Filed Nov. 27.

Searcy Ark.—White County Bcstg. Co., 1300 kc, 1 kw day. Estimated construction cost $15,600. William R. Smith, individual applicant is general manager KBTA Batesville, Ark. Filed Nov. 22.

Rapid City, S. D.—The Heart of the Black Hills Station (resubmitted) 1340 kc, 250 w fulltime. Estimated construction cost $17,500. Principals include John, Eli and Harry Daniels. Applicant is licensee KDSJ Deadwood, S. D. Filed Nov. 22.

TV APPLICATIONS

Casper, Wyo.—Bill M. Tomberlin, Ch. 8 (180-186 mc), ERP 2.48 kw vis., 1.24 kw aur., antenna—93.5 ft. above average terrain. Estimated construction cost $163,027.70, first year operating cost $85,000, estimated revenue $70,000. Mr. Tomberlin is an oil investor. Filed Dec. 1.

Jacksonville, Fla.—The Metropolis Co., Ch. 6 (82-88 mc), ERP 26.2 kw vis., 13.8 kw aur., antenna 328 ft. above average terrain. Estimated construction cost $245,870, estimated operating cost first year $100,000, no estimate for first year revenue. Applicant is licensee WJHP-AM-FM Jacksonville. Filed Dec. 4.

Evansville, Ind.—South Central Bcstg. Corp., Ch. 3 (60-66 mc) ERP 15.4 kw vis., 7.7 kw aur., antenna 437 ft. above average terrain. Estimated construction cost $137,700, first year operating cost $60,000, estimated revenue $50,000. Applicant is licensee WIKY-AM-FM Evansville. Filed Dec. 4.

Auto Sponsor

(Continued from page 19)

the Detroit office of J. Walter Thompson Co. and CBS.

General Mills followed Ford's lead last summer when it took over sponsorship of 65 shows on NBC for a summer period. The total price that General Mills paid for the schedule, including time and production, was reported to be $700,000. All the programs used in the GM campaign were nighttime shows and were broadcast in periods that became available as other sponsors took summer hiatuses.

Radio-TV Deal

Coincidentally General Mills last week figured in another network sales innovation when it participated with CBS in a special radio-television tie-in deal. The advertiser assumed a quarter-hour sponsorship of the half-hour radio network show, *FBI in Peace and War*, along with a half hour, alternate weeks, on CBS-TV Friday, for an as yet untitled TV show. The radio program which has been sponsored by P & G for the whole half hour will now be retained by the latter company for 15 minutes. Starting date on the television show still is undetermined.

Studio Location

(Continued from page 30)

is of particular significance in connection with transmission service," the decision stated. "A station often provides service to areas at a considerable distance from its transmitter but a station cannot serve as a medium for local self-expression unless it provides a reasonably accessible studio for the origination of local programs."

"It is apparent that Sec. 307(b) and the Commission's efforts to apply it may be largely frustrated if, after a station is licensed for the purpose of providing both reception and transmission service to a particular community, it removes its main studio to a distant point and originates all or substantially all of its programs in a city or town other than that which it was licensed to serve," the decision continued. "Such action on the part of the station may substantially cut away the basis of the Commission's decision authorizing the establishment of the station."

The decision continued:

A requirement that a station maintain studios and originate a substantial proportion of its programs in the city which it is licensed to serve could hardly be considered an unreasonable burden since it would simply require the station to carry out the proposal which it made to the Commission when it asked for its license. Nor can we agree that the proposed rule would so severely limit a station's programming as to make it impossible for it to provide programs of interest to its service area generally.

The origination of 49% of its programs at points distant from its location should ordinarily be more than adequate to permit it to perform this function properly. The proposed rule would not constitute censorship of radio programs in violation of Sec. 326 of the Communications Act. The rule would not require a radio station to broadcast or not to broadcast any particular programs but would simply assure that on an over-all basis its programs would serve the public interest and particularly the area which the station originally proposed to serve.

"However," the Commission stated, "certain modifications of the proposed rule do appear to be necessary in order to prevent discrimination and hardship in unusual cases." Thus FCC explained its revisions respecting network stations, transmitter site studios, multiple-city studios and the exempting of synchronous amplifier transmitters from the program origination requirements.

FCC amended Secs. 3.30 and 3.31 of its AM rules as follows (FM changes are substantially the same):

Section 3.30—

(a) Except as provided in subsection (b) below, each standard broadcast station will be licensed to serve primarily a particular city, town, or other political subdivision which will be specified in the station license and the station will be considered to be located in such place. Unless licensed as a synchronous amplifier transmitter, each station shall maintain a studio, which will be known as the main studio, in the place where the station is located provided that the main studio may be located at the transmitter site whether or not the transmitter site is in the place where the station is located. A majority (computed on the basis of duration and not number) of a station's programs or in the case of a station affiliated with a network ⅔ of such station's non-network programs, whichever is smaller, shall originate from the main studio or from other studios or remote points situated in the place where the station is located.

(b) Stations will be licensed to serve more than one city, town, or other political subdivision only where a satisfactory showing is made that each such place meets all the requirements of the Rules and Standards of Good Engineering Practice with respect to the location of main studios; that the station can and will originate a substantial number of local live programs from each such place; and that the requirements as to origination of programs contained in subsection (a) above would place an unreasonable burden on the station if it were licensed to serve only one city, town, or other political sub-division. A station licensed to serve more than one place shall be considered to be located in and shall maintain main studios in each such place. With respect to such station the requirements as to origination of programs contained in subsection (a) above shall be satisfied by the origination of programs from any or all of the main studios or from other studios and remote points situated in any or all of the places in which the main studios are located.

Section 3.31—

The licensee of a standard broadcast station shall not move its main studio outside the borders of the borough or city, state, district, territory, or possession in which it is located, unless such move is to the location of the station's transmitter, without first making written application to the Commission for authority to so move, and securing written permission for such removal. The licensee shall promptly notify the Commission of any other change in location of the main studio.

New Business

(Continued from page 10)

foreign outlets on year's contract—Radio Luxembourg; Voice of China, Taipei, Formosa; Lobito Angola, Portuguese West Africa. Agency: R. H. Alber Co., L. A.

BROWN SHOE Co., St. Louis, which sponsors *Smilin' Ed McConnell And His Buster Brown Gang* on NBC-TV alternate Saturdays 5:30-6 p.m. CST, buys same time slot every other week for *Say It With Action*, starring Maggi McNellis and Bud Collier, starting Jan. 6 for Naturalizer Shoe. Order calls for 18 cable and 3 non-cable stations. Agency: Leo Burnett, Chicago.

WHITEHALL PHARMACAL Co., N. Y., (Anacin) Jan. 2 renews Tues. and Thurs. *Harry Babbitt Show*, on 14 Columbia Pacific Network stations, 7:45-8 a.m. (PST), for 13 weeks. Agency: Duane Jones Co., N. Y.

LEVER BROS. Ltd., Toronto (Surf), on Nov. 27 replaced till Sept. 30, *Let's Start An Argument* with *Arthur Godfrey* on 31 Trans-Canada network stations, 4:30-4:45 p.m. Agency: Ruthrauff & Ryan, N. Y.

PHILCO Corp., Phila., renews *Don McNeill TV Club*, Wed., 9-10 p.m., EST, over ABC-TV from Chicago. Agency: Hutchins Adv. Co., Phila.

WHITEHALL PHARMACAL (Canada) Ltd., Toronto (Anacin), on Jan. 1 replaces to June 8, *What's Your Beef?* with *Front Page Farrell* on 21 Trans-Canada network stations, Mon.-Fri. 11:30-11:45 a.m. Agency: Young & Rubicam, Toronto.

PACKARD MOTOR Co., Detroit, renews *Holiday Hotel*, 9:30-10 p.m., Thurs., over ABC-TV. Agency: Young & Rubicam Inc., N. Y.

Adpeople . . .

JOHN PALEY, assistant advertising director Eastern-Columbia Department Stores, Los Angeles, to Herbert H. Horn Inc., Southern California distributor for Admiral Corp. (radio, TV sets, refrigerators, ranges) as advertising manager.

ROLAND A. CASEY, with Arnold Bakers, N. Y., for past four years, appointed general sales manager of company and vice president of Arnold Bread Sales Corp. Position as head of sales for Arnold Bread Sales Corp. will be taken by **LEROY A. RICE**, former sales manager of Borck & Stevens, Connecticut bakers.

Crosser in Hospital

CHAIRMAN Robert Crosser (D-Ohio), of the House Interstate & Foreign Commerce Committee, had a catarrhal operation on his left eye last Wednesday at the Bethesda (Md.) Naval Hospital. His condition Thursday was reported satisfactory and the Congressman is expected to be back at his desk in about two weeks.

THE GEORGIA PURCHASE

the Georgia Trio

WAGA ATLANTA 5,000w • 590kc

WMAZ MACON 10,000w • 940kc

WTOC SAVANNAH 5,000w • 1,290kc

(ALL CBS AFFILIATES)

ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S FIRST THREE MARKETS

Represented individually and as a group by THE KATZ AGENCY, INC.

ACCOUNTANT

Three years experience in Radio or Television broadcasting operational accounting. Age 30 to 40 years. Salary to $5,200 per year.

Box 218H, BROADCASTING

SPOTS

with pulling power!

That's why YOUR spots are on the Southwest's favorite station. Your agency can produce the best transcriptions, but if they're not aired to a large, responsive audience—your spots can't PULL. KROD has the most listeners over the El Paso Southwest most of the time, night and day. That's why spots on KROD have pulling power.

KROD

CBS, EL PASO

KEY STATION, SOUTHWEST NETWORK

5000 WATTS

600 TOP O' THE DIAL

RODERICK BROADCASTING CORP.

DORRANCE D. RODERICK, *President*

VAL LAWRENCE, *Vice Pres. & Gen. Mgr.*

REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

Excess Tax Speedup

(Continued from page 24)

growth companies, such as Philco."

According to Philco's position, the House bill would discriminate against the TV industry as a whole unless some provision were included to take care of growth companies. Mr. Balderston said:

"As I understand the philosophy of the excess profits tax, it is to tax only those profits which have been generated as a result of the defense program. Actually, the television business has been hampered in the year 1950 by the defense program through serious shortages of material."

Pointed out by Mr. Balderston in his statement:

● On basis of estimated 1950 profits, all industries would pay an estimated excess profits tax on about 30% of estimated earnings as against an estimated 66% by the TV industry and an estimated 58% by Philco.

● Relief suggested by the House bill (permitting average of 1948-49 or 1949 alone as earnings credit) would not afford relief to Philco because of adverse earnings during 1949.

● The year 1950 is the first normal year of operations for the TV industry and the "only fair and equitable treatment" of the industry must take into account this year's earnings.

Mr. Balderston told the committee that Philco already plans an expansion program over the next 18 months "in excess of 12 million" because of commitments in electronic production for defense. Additional investments will have to be made, he said, if other defense projects, now under consideration by Philco, are undertaken.

"If a large proportion of our earnings are siphoned off through a discriminatory excess profits tax, it may greatly hamper our expansion program for the defense effort," he said.

The question of advertising expenditures by corporations came up during the querying of Treasury Secretary Snyder on Monday. Secretary Snyder said the Bureau of Internal Revenue should be able to segregate "reasonable from unreasonable deductions" more effectively in corporations' disallowance for tax purposes because of past experience in the last war. He also suggested Congress write such a provision into law.

Sen. Robert A. Taft (R-Ohio) asked the Secretary: "What is reasonable and unreasonable advertising, who can tell?" Secretary Snyder said discretion would have to be used, depending for example whether a company "suddenly starts advertising" and doubles its space and type of advertising.

Secretary Snyder reminded the Senator that the government was not trying to tell the businessman how he could advertise since it was generally agreed that "advertising must be maintained." Sen. Eugene D. Millikin (R-Col.) added that if a firm loses its market (because of war production, etc.) it was all the "more reason to keep the company before the public."

Robert C. Sprague, RTMA president, testified Wednesday. During his delivery, Sen. Taft warned against excess profits tax provisions which would limit production when greater output is needed to combat inflation. His statement came after Mr. Sprague called the special provisions inserted in the bill still unfair to growth industries.

Sen. Taft suggested the growth formula should be based on production rather than on earnings. He said he couldn't see why the growth formula shouldn't run into the future and not stop at 1950.

Mr. Sprague warned the committee the House bill, if made law, would impose an unfair burden on the radio-TV industry as compared to business generally. He also spoke out against the hindrance, he said it would impose, on electronics equipment production.

"The provisions of the House bill which purportedly relieve growing businesses are grossly inadequate and unfair to our industry," Mr. Sprague said. An adjustment benefit taking in the first six months of 1950 should be included, he said, in computing a base period to bring up the average earnings of the radio-TV manufacturer. He also proposed that in addition to the 85% credit of the best three years, as set forth by the House, a proviso be included specifying that credit not be less than 78% of a growth company's 1950 earnings. Chairman George asked RTMA to offer this recommendation in statutory form for study.

The RTMA president estimated that in the years 1939-49, the industry spent an estimated $100 million out of capital for research and development of television.

Referring to defense production, Mr. Sprague said 5-10% of radio-TV output was going to the armed forces. Prior to the increased defense preparation, the average was less than 5%, close to 3-4%, he said. "To date the principal growth in our industry occurred in the first six months of 1950, and was in no way attributable to the Korean War," Mr. Sprague noted.

Hits 'Growth Formula'

The so-called "growth formula," the RTMA spokesman emphasized, was "a snare and delusion." Where only 22% of 1950 earnings of all corporations would be subject to the tax, he said, the levy would hit 56% of industry members' 1950 earnings, i. e. those eligible under the growth formula. For those who couldn't qualify as growth, the tax would apply to 65% of their earnings. Even if all members qualified, Mr. Sprague went on, there still would be 59% of the industry's indicated earnings subject to the tax.

Later in the day, John A. Kennedy, owner of WSAZ-TV Huntington, W. Va., and chairman of the TBA tax committee, laid forth the independent telecasters case. "Our only plea," he said, "is that Congress recognize our predicament and tax us at a rate no higher than the tax it places on all corporations . . ."

As of Dec. 31, 1949, Mr. Kennedy declared, a "staggering" proportion of capital invested by 97 stations was lost in 15.48 months of commercial operation. That loss, he said, was 42.5% or $25.1 million of the aggregate investment. He told the committee this loss could not be included in any relief provisions contemplated because 88% of TV operations was intermixed with AM and FM operations.

The TV stations, he said, only began to get in the black in late summer or early fall of this year. Mr. Kennedy asked the Congress to defer the tax to "net income from television broadcasting" until the business develops to a point where the law "will be fair, practical, and equitable."

Unless some tax relief is afforded the small TV station operator, Mr. Kennedy warned that the control of smaller stations "will eventually pass to the people who own the most expensive and the presently most influential media of mass communications," such as large newspaper holdings or "wealthy industrialists."

The issue of discrimination against the television industry entered House debate which opened Dec. 4. Rep. John W. Heselton (R-Mass.), referring to the testimony of Mr. Sprague before the House Ways & Means Committee last month in which the RTMA head pointed up 1949-50 as the growth period of most TV manufacturers [BROADCASTING • TELECASTING, Nov. 27], asked his colleagues what protection was given TV in the bill.

New York's Congressman Walter A. Lynch, a Democratic member of the committee, outlined four provisions of the bill, which he said would not "hurt" the TV industry "to the extent that they anticipate." These provisions, according to Rep. Lynch, are briefly:

(1) Alternative growth credit permitting corporations, which can be judged as growth firms, to use 1949 earnings or the average of 1948-49 earnings, whichever is higher, as their excess profits credit in place of the ordinary best three years.

Rep. Lynch said of this provision: The value of the television sets sold in 1946 and 1947, in terms of manufacturers' sales prices, were less than 1% of the value of the sets sold in 1949 and the value of sets sold in 1948 was only 40% of the value of those sold in 1949. As a result, allowing television companies which have grown to use 1949 earnings will be of very considerable value to the television industry."

(2) Permission for corporations to increase average earnings credit at a 12% rate of return for one-half of the new equity capital and retained earnings put into the business in 1948 and for all of such investments in 1949. (The TV industry, he noted, "of necessity increased its capital during 1948 and 1949").

(3) Permission to increase excess profits credit by 12% of new equity capital and retained earnings put into a business after 1949. Allowance is made for new borrowed capital at a rate equal to 133% of the interest payments on such capital, he explained.

Rep. Lynch noted that "the television industry has already increased its capital in 1950 and can be expected to increase its capital still further . . . (meaning) that (it) will receive larger and larger excess profits tax credits as these additional investments are made."

(4) Carry forward of losses from the base period to the excess profits tax years. "For those who have had losses, such as television broadcasters," Rep. Lynch said, "this will prevent the imposition of any excess profits taxes until these losses have been offset."

Available!

Rhymaline Time, featuring emcee David Andrews, pianist Harry Jenks and KMBC-KFRM's celebrated Tune Chasers, is one of the Heart of America's favorite

morning broadcasts. Heard each weekday morning from 7:30 to 8:15, Rhymaline Time is a musical-comedy program that pulls more mail than any other current "Team" feature.

Satisfied sponsors have included, among others, Katz Drug Company, Land-Sharp Motors, Jones Store, and Continental Pharmaceutical Corp.

Contact us, or any Free & Peters "Colonel" for availabilities!

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of Kansas City
KFRM
for Rural Kansas

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provides adequate protection.
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Employers Reinsurance Corporation
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Network Billings

(Continued from page 21)

Remedies category was Miles Labs who spent $663,301 during September 1950. Procter & Gamble ranked first in the Soaps & Cleansers product group, purchasing $1,051,078 worth of time, while Philip Morris topped the tobacco manufacturers with purchases of $376,143 (see Table III).

Although the gross radio network billings for the nine-month period January-September 1950 showed a 2.5% decline, many individual categories increased in total time purchases. Among the product groups which evidenced increases were the automotive manufacturers, whose 1950 January - September billing topped last year's by $2,889,588 (Table I); Drugs & Remedies, which added $2,798,779 to last year's January-September billing; Beer Wine & Liquor, which increased $1,121,116 and the Miscellaneous group, $1,733,243.

Product group leaders for January-September 1950 period, were Food & Food Products, $33,168,753; Toiletries & Toilet Goods, $18,730,-923, and Drugs & Remedies, $18,-745,038, which ranked one, two and three respectively.

* * *

TABLE II

TOP TEN RADIO NETWORK ADVERTISERS FOR SEPTEMBER 1950 and 1949

	1950	Rank Order in 1949	1949
1. Procter & Gamble	$1,604,046	1	$1,325,232
2. General Foods	670,411	3	630,242
3. Miles Labs	663,301	8	463,138
4. General Mills	579,294	7	504,333
5. Sterling Drug Co.	556,868	2	644,872
6. Campbell Soup Co.	462,242	4	549,209
7. Lever Bros.	452,115	5	540,789
8. American Home Products	397,525	..	.....
9. Philip Morris	376,143	9	362,463
10. Liggett & Myers	336,051	10	352,943

Robert M. Pierce

ROBERT M. PIERCE, 18, son of P. Morris Pierce, president of WDOK Cleveland, was killed in an automobile accident Dec. 3 near Montpelier, Ohio. Mr. Pierce was a student at Bowling Green State U. where he was majoring in pre-engineering. He was graduated last year from Lakewood High School, Cleveland.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

THE TEST STATION IN HARTFORD — THE COUNTRY'S NO. 1 TEST CITY*

*According to Sales Management Survey (Nov. 10th Issue)

CBS

TABLE III

TOP RADIO NETWORK ADVERTISERS IN EACH PRODUCT GROUP IN SEPT. 1950

Agriculture & Farming	Allis Chalmers Mfg. Co.	$ 41,498	Industrial Materials	U. S. Steel	$108,210
Apparel, Footwear & Acc.	Brown Shoe Co.	41,498	Insurance	Prudential Life	111,615
Automotive, Auto. Equip. & Supplies	Electric Auto-Lite Co.	76,302	Jewelry, Optical Goods & Cameras	Longines-Wittnauer	75,022
Aviation, Aviation Equip. & Supplies			Office Equip., Writing Supplies & Stationery & Acc.	Hall Bros. Inc.	70,932
Beer, Wine & Liquor	Pabst Brewing Co.	54,261	Political	Douglas for Sen. Committee	1,056
Bldg. Mat., Equip. & Fix.	Johns-Manville Corp.	100,137	Publishing & Media	Christian Science Monitor	9,184
Confectionery, Soft Drinks	Wm. H. Wrigley Jr. Co.	159,981	Radios, TV Sets, Phonographs, Musical Instruments & Acc.	RCA	50,085
Consumer Services	Electric Co. Adv. Program	68,427	Retail & Direct Mail	Dr. Hiss Shoes, Inc.	1,350
Drugs & Remedies	Miles Labs	663,301	Smoking Materials	Philip Morris	376,143
Entertainment & Amuse.	Shipstad & Johnson	5,619	Soaps, Polishes, Cleansers	Procter & Gamble	1,051,078
Food & Food Products	General Foods	636,468	Sporting Goods & Toys		
Gasoline, Lubricants & Other Fuels	Standard Oil of Indiana	106,582	Toiletries & Toilet Goods	Procter & Gamble	405,581
Horticulture			Transportation, Travel & Resorts	Assn. of American Railroads	66,228
Household Equip. Supplies	Philco Corp.	130,841	Miscellaneous	American Federation of Labor	113,964
Household Furnishings	Armstrong Cork Co.	44,525			

WBAL Renewal

(Continued from page 21)

unmindful of the fact that the Commission should not lightly disturb extensive investments which are made in broadcast properties."

"On the other hand," he said, "licensees should not be permitted to utilize their investment in broadcast facilities as a reason for retaining their facilities when they have not utilized those facilities in rendering a real public service to their community."

He said "this is the scheme of things provided for by Congress" and "insures stability to the operator who performs a real service to the community and furnishes the stimulus of competition to such licensees to make sure that it faithfully discharges his obligation to operate in the public interest."

In the same vein, Comr. Webster held that granting licenses on the basis of improvements and promises which have been "wrested" from an existing station having an unsatisfactory service record is "tantamount to the granting of proprietary rights in radio frequencies in violation of the Act." The only exception he made was in cases involving "the most unusual conditions which I do not believe exist here."

Webster's Views

Comr. Webster also drew a distinction between a case involving only a renewal application and one in which both a renewal application and a competing application for the facilties are involved.

Where only a renewal is involved, he said, denial would result in loss of service to the public—a factor which he thought the Commission should weigh against the station's past operations and its promises of improvement. On the other hand, he continued, where there is a qualified applicant seeking an unsatisfactory station's facilities, denial of the renewal would in no sense constitute "a sanction or penalty as such."

The majority made clear throughout its decision that comparison of competing applicants when one is an existing station must differ from comparisons when both are newcomers. In the former case, the decision said, consideration must include not only the factors which are normally studied, but also the service which is being rendered by the existing station.

On this basis, the majority felt that WBAL's record effectively counter-balanced its ownership's absence from day-to-day management of the station, the greater degree of local ownership and ownership diversification reflected in the rival application, the greater extent to which Public Service stockholders have personally taken part in local civic activities, the larger number of armed service veterans among them, and the fact of WBAL's ownership identification with other media (WISN-AM-FM Milwaukee and WCAE-AM-FM Pittsburgh as well as WBAL-TV and the Baltimore *News Post* and *Sunday American* among other newspapers).

Misrepresentation Charges

To the competing applicants' charges and counter-charges accusing each other of making misrepresentations to the Commission, the majority expressed belief that "such errors as did occur are due primarily to inadvertence, misunderstandings, or differences in definitions of technical terminology." In any event, FCC said, "to the extent they did occur, both of the applicants are to censured," with neither one to be either disqualified or preferred as a result.

WBAL operates on 1090 kc with 50 kw, directionalized at night.

Messrs. Pearson and Allen, seeking the identical facilities, applied in the name of Public Service Radio Corp., a new company which they control with stock and subscriptions for 35.5% interest each. Mr. Allen is president and Mr. Pearson treasurer and a vice president.

Based on then-prevailing prices, their original construction cost estimate was placed at about $281,000 aside from miscellaneous fees, incidental construction costs, and organization expenses.

In addition to Messrs. Pearson and Allen, there are 13 stockholders including Joseph P. Healy, Baltimore banker and civic leader, who is chairman of the board of directors, and other prominent business and professional people in the Baltimore area.

PLAYS
ALL SPEEDS 78, 45, 33 RPM
ALL SIZES 7-17½ inch
ALL KINDS OF RECORDS
High Fidelity—Low Priced from $24.95-$64.50
Catalog Upon Request
AUDIO-MASTER
341 Madison Ave., N. Y. 17, N. Y.

WOV GIVEAWAY

Employes Vie for Trips

EMPLOYES at WOV New York are taking part in a giveaway program which will net the winner a four-week, expense-paid trip to Italy. Climax of the project will take place at the station's Christmas party when three winners will be named. Other two prizes are a two-week trip to South America and the West Indies and a seven-day trip to Nassau and Bermuda.

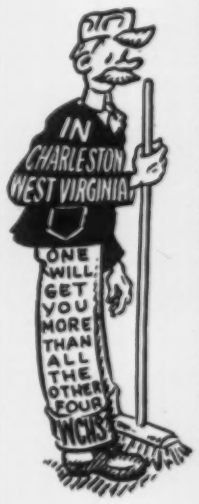
During the eight weeks before Christmas each employe draws a number from the "Lucky Pot." Running totals are kept and at the climax each employe will get to draw three additional numbers. Three people with the highest totals will get the prizes, valued at over $4,000 by Ralph N. Weil, WOV general manager. In addition to the all-expense-paid trips, winners will get time off with pay to enjoy their prizes.

Bob Eagan
Foote, Cone, and Belding
Chicago, Ill.

Dear Bob:

Hit's a plumb sight how folks is aspendin' money here in Charleston, West Virginny, th' home town uv WCHS! Thet shore orta be good news fer folks like you what's got programs on WCHS, 'cause with this here station reachin' more uv these spenders then effen y'uda used all th' other four stations in town—thet means business fer yer clients. Yessir, Bob, WCHS is th' best buy in one uv th' best turned markets in th' world! Remember thet next time yuh wants some radio time—an' talk 'bout it ter yer frens! Yuh'll be doin' them a favor!

Yrs.
Algy



WCHS

Charleston, W. Va.

Education's Bid

(Continued from page 74)

ceived a firm boost on Wednesday from Sen. Leverett Saltonstall (R-Mass.), Sen. Clinton Anderson (D-Ariz.), Rep. John M. Vorys (R-Ohio) and Sen.-elect Mike Monroney (D-Okla.) as well as from George Meany, secretary-treasurer of the American Federation of Labor. The latter was particularly critical of current commercial TV programming.

James Marshall, New York City commissioner of education, leading off Tuesday's session, related New York's experience in educational radio and outlined plans and needs for the future, stating even one VHF channel might not be sufficient for the area's millions.

New York Activities

His testimony was filled in by James F. Macandrew, Board of Education broadcasting director supervising WNYE (FM) there, who detailed the city's 12-year history in the field and its present extensive work.

Mr. Macandrew said TV expansion plans were in "suspended animation" because talks with three networks to date have resulted in no programs. He noted commercial competition has forced educational TV shows off the air, citing 65 programs were aired between 1945 and 1947 but only five have been carried since then.

Similar story of conflict with commercial interests was recited by Morris Shaeffer, supervisor of the Bureau of Adult Education, New York State Dept. of Education, Albany. He told of an adult educational project for the state in cooperation with NBC in which the bureau invested some $12,000. He said 2,000 adults originally enrolled in the program, currently titled *Living 1950*, which was the total number that could be handled by the bureau.

Mr. Shaeffer testified that in the 2½ years the half-hour weekly program has been aired it has occupied seven different live time periods besides various delayed handling on certain New York state affiliates. He said the bureau dropped its association with the show in June of this year.

Mr. Shaeffer concluded education cannot build programs and audiences except on equal terms with commercial programs. He saw the remedy to the conflict by putting education on its own facilities.

Ira Jarrell, Atlanta, Ga., superintendent of schools, testified local educational experience has been that of getting the left-overs in time from commercial stations. She stated local funds already are available for TV and indicated educators there are ready to go in the new medium.

Others testifying Tuesday included: Dr. David Rue, director of the Medical Film Institute, New York, appearing for the Assn. of Medical Colleges in the U. S. and Canada; Arthur Moehlman, professor of history and philosophy of education, State U. of Iowa who outlined basic communication concepts and cited TV's use to avert "human fission"; Floyd Brooker, chief of visual aids section, U. S. Office of Education; Vaughn Seidel, Alameda County (Calif.) superindent of schools; Christine Gigson, Harvard U.

Asks Reservations

On Wednesday, Sen. Saltonstall, former Massachusetts governor, related his interest in educational TV as well as that of his friend, Ralph Lowell, head of Lowell Institute. The Senator considered that good sense, good business and American tradition called for reservation.

Chairman Walker commented to Sen. Anderson that he was not concerned about the advisability of educational TV, but rather about the use of the channels by educators. He mentioned "tremendous pressures" face the Commission to put those channels into use should they go idle. Sen. Anderson did not believe the facilities would go unused by education and further saw adequate financial support once the reservation was made and a goal established.

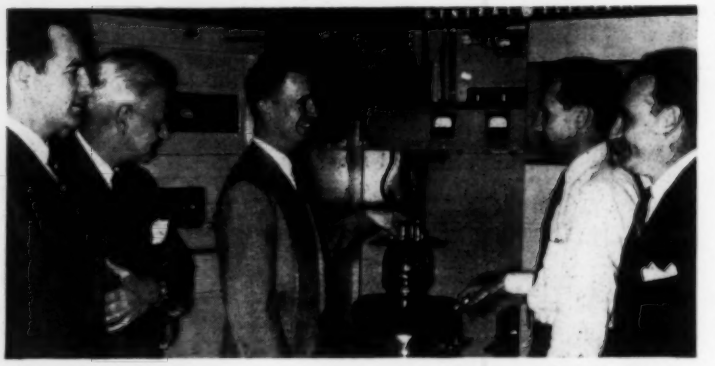
AFL's Mr. Meany told the Commission "radio and television have made some contribution to establishing a common basis of understanding" among people but the history of the past 25 years "has shown that radio has not played the great role educationally that was expected of it."

He saw even greater expectations for TV and said AFL believes "this new and powerful medium should not be handed over entirely to the advertising industry for exploitation as a sales medium. The Government owes a greater obligation to the American people."

Others appearing Wednesday included:

Paul Durrie, director of adult education, Des Moines public school system; John M. Cory, executive secretary, American Library Assn.; John Hannah, president of Michigan State College, which has operated WKAR East Lansing since 1922 and which has pending bid for TV; William H. Sener, U. of Southern California, who outlined plans for fulltime educational TV in Los Angeles and indicated a channel could be employed now.

Park Livingston, Chicago attorney and U. of Illinois trustee, who outlined the university's experience in AM with WILL Urbana, operating since 1922, and FM with WIUC there, as well as active interest in TV; Carl H. Menzer, director of U. of Iowa stations WSUI and KSUI (FM) Iowa City, who related broadcast experience of the school since 1919 and outlined TV plans; James Miles, manager of Purdue U's WBAA West Lafayette, Ind., who related specific TV proposals; James McPherson, director and executive secretary of division of audio-visual instruction, National Education Assn.



ON HAND for dedication of the new 50 kw transmitter of WCKY Cincinnati in Crescent Springs, Ky., are (l to r): Charles Beard, General Electric field engineer; John Wall, GE sales representative; Norman Ponte, WCKY transmitter engineer; George Hanna, transmitter engineer, and Charles Topmiller, WCKY manager and chief engineer. [BROADCASTING • TELECASTING, Dec. 4].

Novik's Views

On Thursday, Morris S. Novik, public service radio consultant to AFL, International Ladies Garment Workers Union (AFL) and United Automobile Workers (CIO), urged maximum and prompt reservation for education. He suggested sponsorship of such stations should be by broadly representative committees or under joint auspices of several educational institutions, formation of suitable advisory boards, and encouragement of affirmative role in political education on broad basis. He also indicated he didn't feel the JCET proposal went far enough and that a separation reservation might also be made for non-profit operations on quasi-commercial basis, such as by labor unions.

Richard B. Hull, manager of Iowa State College's WOI-TV, Ames, who appeared earlier for National Assn. of Educational Broadcasters, presented details of the WOI-TV operation, first education-owned TV outlet. WOI-TV now programs about 60 hours weekly, he indicated, including selected commercial shows from the four networks. These are being carried for the duration of the freeze, it was explained, as a service to the area.

Comr. Hennock Concerned

Comr. Hennock said she had difficulty understanding why WOI-TV wasn't programming educational shows 16 hours or 8 hours a day instead of what she considered only 2½ hours weekly. Mr. Hull explained there were more than 2½ hours of educational features weekly since the station carried among other things certain network shows of high educational value. But Comr. Hennock observed any commercial station does the same.

She said she was concerned why FCC should allow education to run commercial stations even to begin with and wanted to find out how educators were superior or required special consideration. "It amazes me you're not strictly educational," Comr. Hennock told the witness.

Mr. Hull explained WOI-TV is different in that it carefully selects and often rejects, commercial offerings in order to present the most rounded schedule.

Others appearing Thursday: Robert L. Shayon, radio and

CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas in TOPEKA

....for the finest in professional tape recording equipment

STANCIL-HOFFMAN

HOLLYWOOD 38, CALIFORNIA

television critic for the *Christian Science Monitor* and *Saturday Review of Literature*, who appeared on his own behalf and who predicted wide participation by professional radio people once channels are reserved; Dr. Bernardine Schmidt, founder and director, Special Education Clinic and Teachers College, Columbus, Miss., devoted to education of various handicap groups; Kermit Eby, associate professor of social sciences, U. of Chicago; W. C. Toepelman, American Council on Education; Charles Russell, chairman of education department, American Museum of Natural History, New York.

Martha Gable, director of TV education, Philadelphia board of education, who recounted excellent cooperative program project with the local TV stations, WPTZ, WFIL-TV and WCAU-TV; Richard C. Berg, director of music education, Springfield, Mass.; Robert Engler, National Farmers Union.

FIRST ANNUAL award for "outstanding service in the field of delinquency prevention" was awarded KFI Los Angeles for weekly Sunday program *Crime Is Your Problem* by Federation of Community Coordinating Councils.

HUBER BILL

House Committee Bars Action On Newspaper Ownership

REP. WALTER B. HUBER (D-Ohio) last Wednesday dropped into the Congressional hopper his stringent bill to ban future newspaper ownership of radio-TV stations, but a House committee abruptly closed the door on any possibility of action.

The finished bill, conforming almost wholly to the form detailed in a preliminary draft [BROADCASTING • TELECASTING, Dec. 4], provides that FCC would be required to deny licenses or disapprove transfers involving persons "directly or indirectly controlling, or controlled by," newspaper interests. Certain minor changes in detail were made in the measure (HR 9865), which would not apply to current ownership.

Chairman George Sadowski (D-Mich.) of the House Interstate Commerce Communications subcommittee said he is "not disposed" to take up the bill this session, because of the lack of time and its controversial nature.

The subcommittee chairman, who, like Rep. Huber, will not return next January is currently the final authority on communications legislation in the House committee.

JOHN QUARLES

WRGA President Dies

JOHN WARNER QUARLES, 70, president of WRGA Rome, Ga., died Dec. 4 following a two-year illness. He assumed control of the station in 1933 and built it from a 100 w parttime outlet to a 5 kw fulltime Mutual affiliate.

Mr. Quarles was born in Rome and spent his entire life there. In addition to his station, he was the founder and operator of Quarles & Son Grocery, organized Eagle Stove Works and was a founder and director of the National City Bank.

Surviving are his widow and one son, J. H. (Happy) Quarles, WRGA general manager.

CLASS 2 CLEARS

FCC Clarifies Handling of Applications

FCC MOVED last week to clarify its policy of withholding action, pending a decision in the daytime-skywave case, on "all pending applications which seek daytime or limited time operation of U. S. 1-A or 1-B frequencies."

The policy has been in effect since the May 1947 initiation of the daytime-skywave proceeding, which is linked with the long-pending clear-channel case.

FCC said the policy has not been applied to applications for new fulltime Class 2 assignments, and made clear that it need not be applied to applications for changes in facilities by fulltime stations already assigned to one of the clear channels.

The reason, FCC explained: Such fulltime stations are required at night to give other stations "a higher degree of protection than may reasonably be expected to be required by the Commission's decision" in the pending daytime-skywave case. "Therefore such assignments may readily be conformed to such rules and regulations and standards as may be adopted [in the daytime-skywave proceeding] by modifying them to require the use during some or all of the daytime hours of the antenna and power specified for use during nighttime hours," FCC said.

To incorporate its policy into its rules, FCC adopted the following footnote, effective immediately, to Rules Sec. 1.371 dealing with "acceptance of applications":

Pending conclusion of the proceeding in Docket No. 8333 [daytime skywave case] action will be withheld on all of the following types of applications:

(a) Applications whether by existing stations or applicants for new stations proposing new daytime or limited-time assignments on any of the frequencies specified in Sec. 3.25 (a) and (b);

(b) Applications from existing daytime or limited time stations presently assigned to a frequency specified in Sec. 3.25(a) and (b) proposing an increase in the power of that assignment or a change of the antenna pattern resulting in an increase in radiation towards any Class 1 stations; and

(c) Applications from existing daytime or limited time stations presently assigned to a frequency specified in Sec. 3.25(a) and (b) proposing a change in that assignment involving a substantial change in transmitter location.

The frequencies "specified in Sec. 3.25(a) and (b)" are the following:

Sec. 3.25 (a)—640, 650, 660, 670, 700, 720, 750, 760, 770, 780, 820, 830, 840, 870, 880, 890, 1020, 1040, 1100, 1120, 1160, 1180, 1200, and 1210 kc.

Sec. 3.25 (b)—680, 710, 810, 850, 940, 1000, 1030, 1060, 1070, 1080, 1090, 1110, 1130, 1140, 1170, 1190, 1500, 1510, 1520, 1530, 1550, and 1560 kc.

AT&T Hearing

(Continued from page 81)

was filed following the succeeding conference, after which the network-AT&T negotiations resumed in New York and continued throughout the week. First indications were that progress was being made toward an amicable settlement. FCC representatives did not sit in on the New York sessions.

It was reported unofficially that the negotiators recognized the existence of a problem—one of the most fundamental involving the question of whether one TV network affiliate, through its acceptance or rejection of a specific program, can impose its choice upon other stations which happen to be located farther down the same leg of the relay facilities.

It was agreed at the pre-hearing conference that, if no agreement is reached, AT&T will present its case first at the hearing. Then, following presentation of FCC data, would come DuMont and ABC, followed by CBS and NBC. Individual TV licensees would come next, with final presentations by theatre TV interests, whose participation is limited to the question of classifying customers for network TV facilities—that is, a network classification, one for stations, one for theatre TV, etc.

W. A. Roberts, Washington counsel for DuMont, noted that the investigation could not be completed by Jan. 1, when a new time allocation plan is due, and called for "emergency action" to block a possibly "disastrous" result.

He said any action FCC might take to assure "peace" while the case is in progress would be appreciated, but FCC counsel made clear the Commission is not inclined to take interim action even if it has authority to do so.

Network Representatives

Representatives of the networks at the Monday sessions included Mr. Roberts and Thad H. Brown for DuMont; Gustav B. Margraf, NBC vice president and general attorney; Adrian Murphy, CBS vice president and general executive, and Richard Salant, of counsel for CBS; and Joseph A. McDonald, vice president, secretary and general attorney of ABC. AT&T representatives included S. Whitney Landon, general attorney, Long Lines Dept., and Porter R. Chandler, of counsel.

Counsel for Crosley's WLWT Cincinnati, WLWC Columbus and WLWD Dayton said they planned to present testimony if the hearing is held, but other individual licensees and the theatre TV interests on hand for the pre-trial conference said they had no such plans unless developments warrant.

TV stations represented included WNBF-TV Binghamton; KSD-TV St. Louis; the Crosley stations; WICU Erie; WBTV Charlotte; WTMJ - TV Milwaukee; WMCT Memphis; WTVN Columbus; WHAM-TV Rochester; WBZ-TV Boston; WSM-TV Nashville; WGAL-TV Lancaster and WDEL-TV Wilmington. Among theatre groups, 20th Century-Fox Film Corp. and National Theatres Corp. were represented.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

When It's **BMI** *It's Yours*

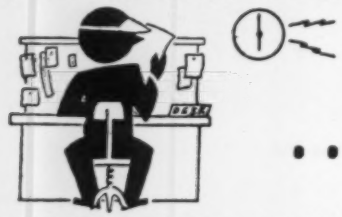
Another BMI "Pin Up" Hit—Published by Porgie

YOU'RE ALL I WANT FOR CHRISTMAS

On Records: Bing Crosby & Andrews Sisters—Dec. 24659; Frank Laine—Mer. 5177; Johnny Desmond—MGM 10524; Frank Gallagher—Dana 2026; Hugo Winterhalter—Col. 38635; Janette Davis—Harmony 1084; Seger Ellis—Bullet 1011; Joe Graydon—Coral 60115.

On Transcription: Anita Ellis—Standard.

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.



...at deadline

UAW-CIO REHEARING PLEA DENIED IN WCAR CASE

ORDER denying UAW-CIO Broadcasting Corp. of Michigan's petition for rehearing on FCC approval of WCAR Pontiac's move to Detroit [BROADCASTING • TELECASTING, Aug. 7, Sept. 4] was issued by FCC Friday.

UAW-CIO applicant had not challenged FCC's denial of its own application for 1130 kc in same proceeding, but contended grant to WCAR (which also included power boost from 1 kw daytime to 50 kw day and 10 kw night on 1130 kc) would "adversely affect" UAW-CIO plans to re-file its own application. FCC rejected this contention.

EDUCATORS CONCLUDE TV ALLOCATION CASE

EDUCATORS for time being concluded their case Friday for reservation of TV channels in VHF and UHF (see early story page 74) while Allen B. DuMont Labs.' Thomas T. Goldsmith Jr. submitted "illustrative" allocation plan for educational stations in upper part of UHF which was termed "compatible" with DuMont's overall VHF-UHF commercial allocation proposal [BROADCASTING • TELECASTING, Oct. 23, 30]. Education to complete case Jan. 15.

Witnesses endorsing reservation proposal included: Sen. Owen Brewster (R-Me.); Mrs. John E. Hayes, president National Congress of Parents and Teachers; Keith Heimbaugh, director of information, U. S. Dept. of Agriculture; Dr. M. C. Wilson, USDA; Mrs. Charles Weeks, president Radio and Television Council of Greater Cleveland; Kenneth Bartlett, dean of University College and professor of radio-TV, Syracuse U.; Stuart Haydon, U. of Chicago consultant and administrative consultant to National Assn. of Educational Broadcasters, who prepared and identified exhibits on groups comprising Joint Committee on Educational Television which coordinated education's case before FCC.

EASTERN SCHOLASTIC GROUP DEFERS ACTION ON TV

POSTPONEMENT of action on proposed restriction of telecasting of sports by Eastern College Athletic Conference, pending National Collegiate Athletic Assn. convention in Dallas Jan. 12-13, decided Friday in New York by ECAC Television Committee. Although still of opinion that "live telecasting of sports events presents threat to institution of intercollegiate athletics," committee said "independent action by regional groups should be held in abeyance pending NCAA convention," at which NCAA TV committee will report results of year's study and survey by National Opinion Research Center, jointly sponsored by NCAA and TV networks.

NEW UHF DATA FILED

NEW CHARTS on comparison of UHF television experience with theory and FCC predictions submitted by RCA-NBC to FCC to supplement earlier data challenged by Commission in RCA-NBC Bridgeport report [BROADCASTING • TELECASTING, Nov. 27, Oct. 30]. Radii of service Grades A, B and C extend further in new comparisons than in earlier ones which FCC alleged were computed on different standards and proposed to strike unless new figures were submitted. RCA-NBC however contended initial charts showed only what they purported to show and limitation of assumptions used had been explained.

FORT INDUSTRY EMPLOYES ENTER LOYALTY PROGRAM

EMPLOYE loyalty and identification program for Fort Industry Co. stations and its newspaper, *The Florida Sun*, Miami Beach, started Dec. 7, Pearl Harbor Day, in ceremonies at each Fort Industry location.

Cards bearing fingerprint and physical description data were issued each employe. George B. Storer, president, in transcribed message played at each meeting, cautioned against admitting to transmitter plants and other areas not designated for public use anyone without proper identification. Describing the worsening international situation, Mr. Storer said, "It is time for all of us to stand up and be counted."

Each employe was given opportunity to sign voluntarily loyalty oath which, in essence, disavows any connection with an organization directly or indirectly affiliated with or controlled by Communist party.

Fort Industry stations include WSPD, WSPD-FM, WSPD-TV Toledo; WWVA, WWVA-FM Wheeling, W. Va.; WMMN Fairmount, W. Va.; WLOK, WLOK-FM Lima, O.; WAGA, WAGA-FM, WAGA-TV Atlanta; WGBS, WGBS-FM Miami; WJBK, WJBK-FM, WJBK-TV Detroit.

NAB COMPLETES PLANS FOR TV CONVENTION

ALL TELEVISION stations of every category, whether NAB members or not, invited to organization meeting of new NAB-TV [BROADCASTING • TELECASTING, Dec. 4], to be held Jan. 19 at Stevens Hotel, Chicago. In letter to all video stations Harold Hough, WBAP-TV Fort Worth, chairman of special convention committee, said meeting is designed to get everybody's views in setting up organization dealing exclusively with TV and its growth.

NAB has done much for TV and will do more, he wrote. Interlocking arrangement with NAB to be considered, with associations serving entire broadcast and TV industry. NAB departmental services would be available to NAB-TV on economical basis.

NAB-RTMA MEETING SOUGHT ON FM SET SHORTAGE

SUGGESTION that NAB and Radio-Television Mfrs. Assn. FM policy groups hold early session on problem of meeting public demand for FM sets was made Friday by Ben Strouse, WWDC Washington, NAB FM director and chairman of NAB's FM Committee. RTMA named FM Policy Committee last month.

FM stations long plagued by lack of receivers, Mr. Strouse noted. He said NAB's FM members were "reassured" by RTMA's action in naming policy group and pointed to need of placing promotional steam behind FM set business.

WBET, WINX JOIN PBS

WBET Brockton, Mass., signed affiliation contract with Progressive Broadcasting System, according to joint statement issued last week. Station is owned and operated by Enterprise Publishing Co. WINX Washington is PBS affiliate in nation's capital.

Closed Circuit

(Continued from page 4)

similar to Faye Emerson or Wendy Barrie format starting Jan. 4 on WCBS-TV New York, Thursday, 6:45-7 p.m. Advertiser will probably expand on network soon. J. Walter Thompson Co., New York, is agency.

ARMAND S. WEILL Co., Buffalo (fertilizer), buying two to three quarter-hour farm programs in about seven radio markets starting Jan. 8 for 10 to 12 weeks for Mathieson Chemical Co.

KELLOGG Co., through its agency, Kenyon & Eckhardt, New York, which recently purchased *Victor Borge Show* on MBS three times weekly, planning to sponsor in addition half-hour television show. Network and program still unset.

McCANN-ERICKSON, New York, understood to be looking for television show for its National Biscuit Co. account.

GROWING number of abandoned AM applications traced to FCC tightening of engineering considerations, making it tougher to get CPs. Factors are growing shortage of channels, even for daytimers, and difficulty of finding acceptable sites.

'STAR' CRITICIZES FCC FOR COLOR CONFUSION

DISPUTE between FCC Chairman Wayne Coy and *Washington Daily News* over FCC's color TV decision (early story page 73) continued Friday, while Washington *Evening Star* (WMAL-AM-FM-TV) called upon FCC to "reconsider its precipitate action" authorizing CBS color.

Star said editorially that demonstration of RCA's improved compatible color technique provided "convincing proof that the FCC's October decision on color television was premature." Editorial continued:

FCC can blame nobody but itself for the utter confusion which has developed . . . Although RCA had promised to demonstrate an improved color tube within a short space of time, the FCC had refused to wait. . . . The improved RCA color tube and circuits apparently place electronic color on a parity with mechanical color as far as quality goes, while eliminating spinning color discs or adapters for black-and-white reception. And, in addition, large-size pictures are possible.

Need for reconsideration of color TV decision, *Star* said "should be obvious to any member of the Commission who makes the effort to attend one of the current RCA demonstrations."

Daily News printed Chairman Coy's letter, released Thursday afternoon, in Friday Letters to Editor column, appending Editor's Note challenging Mr. Coy's conception of "admissible evidence." Answering Mr. Coy's argument that FCC could not have looked at and considered improvements reported by RCA on July 31, because they were not on hearing record, *News* said:

Suppose FCC were judge in a murder case, instead of in a controversy involving the possible unnecessary expenditure of hundreds of millions of citizens' dollars. What would you think of such a judge who would not reopen to consider reported new evidence because it might alter a verdict, which is, of course, exactly what new evidence is submitted for? Or who refused to reopen because the new witnesss would have to be cross-examined, or the record reopened? . . .

SWEENEY LEAVES ABC

MICHAEL SWEENEY, spot sales department, ABC, Friday announced his resignation from network, effective immediately.

LEADER...in nearly 1/10th of America

This is a BIG market — 13,658,000 people (3,611,800 radio families). It's the WLW Merchandise-able Area. (330 counties of seven states.) In it, WLW is the LEADER among media . . . WLW reaches

MORE of its people

MORE often, to sell

MORE products for

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LOWER cost per impression than any other single medium.

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STate 2-0366

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the nation's most merchandise-able station

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CHerry 1822

Hollywood 28
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